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PREFACE

ENHANCING SERVICE IN THE DIGITAL AGE

At the same time, the Industry 4.0 is emerging as the natural transformation, recognised as the Fourth Industrial Revolution, signifies the digital transformation of the manufacturing and industrial sectors. This revolution involves the convergence of IT, engineering technology (ET), and operational technology (OT), as well as the integration of emerging technologies across physical and digital environments. By modernizing OT and fostering collaboration between IT, ET and OT teams through Industry 4.0 methodologies, manufacturers are revolutionizing the potential of the industrial sector.

The aggressive adoption of analytics, automation, and cloud technologies by financial institutions marks a significant leap towards a more efficient, personalized, and customer-centric industry. While this digital transformation brings numerous benefits, addressing challenges related to privacy, security, and technology integration is essential to maintain customer trust and ensure long-term success.

Social commerce is indeed emerging as a significant digital trend in the retail industry, driven by advancements in technology and changing consumer behaviors. The integration of livestream shopping, virtual reality (VR), and the metaverse is creating more immersive and engaging shopping experiences. For financial institutions, this trend presents both opportunities and challenges. To enable a superior customer experience in this evolving landscape, they must implement secure and seamless payment systems. Every service delivery and business dynamic has changed and there will be no denying the fact that Digital adoption has really taken a quantum leap.

The brand book aims to highlight the power and influence of several leading technology brands, showcasing how they work closely and effectively to establish brand awareness and trust. The MarketScape section, there is in-depth coverage on the emerging trends in technology that is impacting the brand power, such as Cloud computing, AI, GenAI, IoT and many more.

A survey conducted among 500 CXOs covering 7 different verticals in the country, it highlights, a critical concern for CIOs. By prioritizing IT governance and risk management, organizations can ensure efficient operations, mitigate security risks, and support their overall business goals in the ever-evolving digital landscape. We have published the best practices adopted by the 10 CIOs in a dedicated section "Eminent CIOs of India".

The 13th edition of the brand book aims to highlight the power and influence of several leading technology brands, showcasing how they work closely and effectively to long-term relationships with customers and stakeholders.

I would be grateful if you could share your thoughts on how we can improve our service.

Dr. Deepak Kumar Sahu
Publisher and Editor-in-Chief



The past few years have indeed witnessed unprecedented technology adoption, particularly within the financial sector. Financial institutions have aggressively pursued analytics, automation, and cloud technologies to deliver hyper-personalized, contactless services. This digital transformation has not only improved efficiency but also significantly enhanced customer experiences.

The right technology not only sets you up for the digital world, but can also increase automation, speed to market and scalability. People are embracing technology, but the question is how successful they have been in executing on it.

The right technology needs to support the right operation. Martech's Law states that while technology changes rapidly, organisations change slowly, with resistance to investing in the right tech because it might challenge "how things have always been done".

The World Economic Forum highlights that digitization is set to revolutionize supply chains, transforming them into highly integrated, data-driven ecosystems. This new model of supply chains offers a comprehensive view of various factors, enabling organizations to craft more informed and strategic growth plans.

Companies that were already undergoing digital transformation before recent global challenges have indeed fared better. Their readiness in areas such as cloud adoption, cybersecurity, and identity and access management (IAM) provided a significant advantage. However, many financial institutions, payment services, and merchant services companies have demonstrated remarkable agility in adapting to these changes quickly.

We have seen unprecedented technology adoption in the past few years; while consumers may have taken to digital payments purely out of necessity, they now prefer it for the convenience it offers. At the same time, the retailers found increased sales and marketing, and affinity opportunities with customers by connecting cloud data with new, more flexible payment opportunities. It is all possible because of available Digital Public Infrastructure, connecting financial institutions' payment data to merchant services increases loyalty, drives hyper-personalized offers, and opens opportunities for increased product adoption and card use. Now the most important is the Financial institutions must consider this and implement secure and seamless payment systems to enable a superior customer experience.

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Kalinga Digital Media is a leading technology specialty media house in South Asia. It offers in-depth IT news, analysis, and insights on the latest trends and technologies. Kalinga Digital Media plays a crucial role in informing and shaping the technology landscape in the region through its comprehensive coverage and expert analysis.

The pace of technological advancement is accelerating, with fields like artificial intelligence, robotics, and automation experiencing significant breakthroughs. Today, Machines are becoming more capable and intelligent, blurring the lines between human and machine capabilities.

This convergence is leading to new opportunities for collaboration between humans and machines. Humans can leverage the strengths of machines for tasks like data analysis or complex calculations, while machines can benefit from human judgment, creativity, and social skills.

Brand Book provides its readers with the information they need to make informed decisions about their businesses, such as which products, services and solutions to sell, how to market their businesses, and how to position their brand power. Brand Book positions itself as a valuable resource for businesses, and building strong go-to-market strategies is a crucial aspect of success for both businesses and their partners.

Developing a successful go-to-market strategy is indeed a complex yet rewarding endeavor, particularly when it comes to assisting partners and end customers in achieving their objectives and driving business growth. At the heart of our approach is innovation and a relentless pursuit of new methods to connect with our audience. Our expertise spans across Print, Digital, and Events, and with 25 years of experience, we have cultivated an unmatched level of audience loyalty and credibility.

Our print, digital, and event offerings are designed to inform, delight, illuminate, and assist our readers, viewers, and attendees. We believe that our publications must reflect our unwavering commitment to quality and integrity, recognizing that our reputation hinges on upholding these journalistic values.

The 13th edition of the Brand Book is set to make a significant impact on the industry by bridging the gap between buyers and sellers through its circulation of physical and digital copies. This latest edition not only provides valuable insights and information but also fosters a more direct and meaningful connection between brands and their customers.

At VARINDIA, we are taking a proactive approach towards the future of work, ensuring that we have a talented and adaptable workforce capable of meeting the challenges of the generative AI economy. Our commitment to excellence is reflected in the team behind the VARINDIA Brand Book, which consists of talented, inspired, and productive individuals. The Brand Book is positioned as the ultimate media vehicle for showcasing BRAND POWER and BRAND POTENTIAL, serving as the "Brand behind the brand" and proving itself to be a valuable tool for organizations aiming for long-term success.

Thank you once again to our advertisers for their invaluable inputs and active participation. Your contributions not only enhance the quality of the Brand Book but also provide immense value to others in the industry. We look forward to continuing this fruitful collaboration in the future.

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FOREWORD

BRAND POSITIONING IS KEY TO DRIVE COLLECTIVE CONFIDENCE

It is great to hear the high level of confidence among teams regarding their ability to drive revenue in the year ahead! A bullish outlook often reflects optimism and a positive attitude towards business growth and success.

When a brand establishes a clear and consistent position in the market, it builds trust and authority with its target audience. This can be achieved through effective messaging that highlights the brand's unique value proposition and resonates with the target audience's values and aspirations.

A well-positioned brand can foster a sense of community among its customers. When consumers feel a connection to the brand and its values, they are more likely to become brand advocates, spreading positive word-of-mouth and promoting collective confidence within the community.

The 13th edition of the brand book is a well-structured and insightful resource that effectively highlights the power and influence of several leading technology brands. It delves into how these brands establish and maintain brand awareness and trust, providing valuable insights and practical strategies for industry professionals.

With cloud computing and agile methodologies, start-ups are able to scale their operations quickly and respond to market demands more flexibly than the established companies.

Indeed, start-ups are playing a pivotal role in creating new opportunities in the digitally driven world. They are constantly innovating and disrupting industries, driving growth in the market. As AI continues to evolve, its impact will only grow, reshaping the digital landscape and pushing the boundaries of what's possible.

Fintech: Fintech start-ups are using technology to improve traditional financial services. They are offering new products and services, such as mobile payments, online lending, and robo-advising. Start-ups are making financial services more accessible and affordable for everyone.

Artificial intelligence (AI): AI start-ups are developing new applications for AI, such as chatbots, self-driving cars, and facial recognition. AI is having a major impact on a wide range of industries, from healthcare to manufacturing.

Healthcare: Healthcare start-ups are developing new technologies to improve healthcare delivery. These technologies include telemedicine, wearables, and electronic health records. Healthcare start-ups are helping to make healthcare more accessible and affordable.

Secondly, we have seen how the LLMs become better and more sophisticated, both big tech giants and small start-ups are racing to create the next big AI tool. The country's GenAI market is expected to grow exponentially in the next few years, surpassing \$17 Bn by 2030 from \$1.1 Bn in 2023.

Thirdly, Generative Artificial Intelligence (GenAI) has become a focal point of discussions across various circles, driven by OpenAI's transformational large language models (LLMs), such as GPT-3 and GPT-4, and the popular AI chatbot, ChatGPT. These models can generate creative content, including articles, stories, poems, and even code, opening new avenues for automating and enhancing creative processes.

Generative Artificial Intelligence, with its multi-modal capabilities and rapid advancements, is transforming content creation and driving significant changes across various industries. Both big tech giants and small startups are racing to develop the next big AI tool, leveraging the potential of these technologies to automate processes, enhance user experiences, and create new market opportunities.

In the fast-paced tech world, continuous innovation is crucial for brands to maintain a competitive edge. They constantly develop and release new products, features, and technologies to stay relevant and exciting for their



user by making significant investments into R&D, that enables tech brands to push the boundaries of what's possible.

The Brand Book showcases how leading technology brands are achieving unique differentiation through relentless innovation. The featured tech brands are constantly evolving their product lines to meet the changing demands of consumers.

By continuously adapting to changing consumer demands and integrating the latest technologies, these brands not only stay ahead of the competition but also set industry standards. Their success is a testament to the power of innovation and a customer-centric approach in driving brand differentiation and long-term growth.

The success of the featured brands in the Brand Book, can be attributed to their approach of staying at the forefront of innovation and leveraging compelling storytelling and staying ahead of the curve is crucial. This dual approach of innovation and storytelling not only sets them apart from their competitors but also ensures their long-term success and relevance in the ever-evolving digital landscape.

The Brand Book is the ultimate branding book for showcasing the BRAND POWER of the enterprises, their valuable offering that businesses can implement to achieve branding success.

S. Mohini Ratna
Editor



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Life Insurance Corporation of India: Insurance for all by 2047

SHRI. SIDDHARTHA MOHANTY
CEO & MD



CEO & MD's VISION

We are committed to a digital transformation initiated to ensure our clients get the best services from on boarding to claim settlement. We are focussed on creating sustainable superior value for all our stakeholders.

LIC AT A GLANCE

LIC of India is synonymous to Life Insurance in India. Right from its foundation in 1956, LIC of India has played a pivotal role in spreading Life Insurance across the length and breadth of the country. Standing true to its tagline "Yogakshemam Vahamyaham" LIC as the state-owned Life Insurance Company has been instrumental in settling the claims on its policies, thus helping the families in their tough times.

With its extensive network of Branch offices and agents throughout the country, LIC has spread its wings while underlining the importance of Life Insurance to a common man. Even after opening up the Insurance sector in the country, LIC of India is still standing tall as the largest Life Insurer of the country with a sense of security and trust among its policyholders.

The company was listed on the stock market in May 2022. LIC of India dominates the Indian Life Insurance market in terms of market share, Premium income and policyholder base. The early use of technology, adapting to the market situations and the aim to transform itself digitally have been the key success parameters for this global financial conglomerate.

LIC has presence across the Industry via its branches and large army of loyal agents. Our approximately 1.4 million agents are engaged with our customers and their family members as trusted Life Insurance Advisors. Currently we sell in excess of 20 million policies per year in our country. The Assets under management (as on 31.03.24) is Rs. 51,21,887 Cr.

PRODUCT BASKET

LIC's Product basket is designed to cater to life Cycle needs of our country. Most of the LIC products are available online which adds to the customer convenience. Purchasing LIC policy online is a matter of a few clicks only.

DIGITAL INITIATIVES

LIC has also launched various digital Apps for the convenience of its customers and agents. These apps include LIC Digital App, LIC Ananda App and LIC Jeevan Sakshya App.

LIC Digital App helps customers to get easy access to various services at their fingertips. LIC's "Ananda" App caters to its agents which helps them in paperless completion of proposals. On the other hand, LIC's Jeevan Sakshya App can be used by its policyholders for submitting the Life existence certificate digitally. LIC has also introduced Whatsapp services for its customers convenience.

AWARDS & ACCOLADES

LIC of India has received many awards in different categories and also has ranked high in many international rankings for its commitment and contribution to the Life Insurance sector and its customers. Some of them are the World's Strongest Insurance Brand as per Brand Finance Insurance 2024 report, 4th Largest Insurer in the world as per S & P Global Market Intelligence 2022, 3rd amongst largest Indian companies as per Fortune India Dec'2023 issue and 3rd amongst top 15 Companies listed by Business World as per BW Real 500 list.

Moreover, LIC of India continues to be identified as Domestic Systemically Important Insurers (D-SIIs) by the IRDAI.

CSR INITIATIVES (GOLDEN JUBILEE FUND)

Apart from its business activities LIC feels proud to be associated with many activities of social importance and giving back to society through its Golden Jubilee Fund (GJF). LIC's Golden Jubilee fund undertakes many such activities every year like donating ambulances to Hospitals, School buses to schools in rural areas, providing street light facilities, providing water purifiers in rural areas and providing scholarships to needy and brilliant students across the country.





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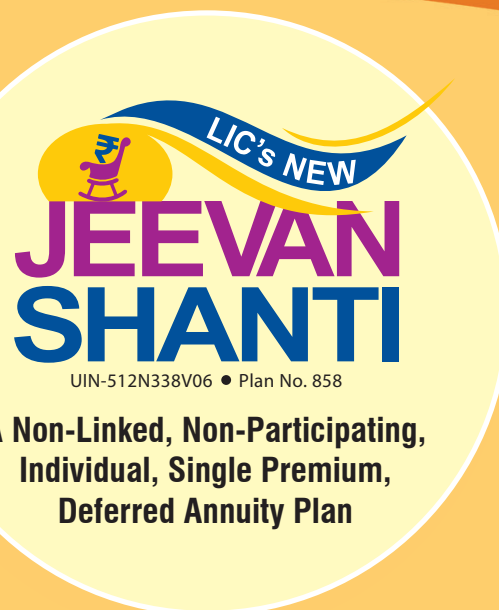
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CLOUDFLARE
CROWDSTRIKE
F5
FORCEPOINT
FORTINET
INSTASAFE
KEYSIGHT
PALO ALTO
NETWORKS
RUBRIK
SOPHOS
VARONIS
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Below are the Twenty Five companies that are recognized as the Most Trusted Companies In India for their strong track record of innovation, sales outreach, and customer satisfaction. Their continued focus on delivering value, driving innovation, and meeting customer needs likely reinforces their position as market leaders in the years to come.





1. APPLE INC.

TIM COOK, CEO



Technological Innovation: five decades after its founding, Apple has redefined modern computing, emphasizing product innovation, aesthetics, and user-centric functionality, thus becoming one of the world's most valuable companies. The launch of products like the iMac, iPod, iPhone, and iPad cemented Apple's influence on society and consumerism in particular.

Product and Service Offerings: Apple's flagship smartphone lineup includes the iPhone 13, iPhone 13 Pro, iPhone 13 mini, and iPhone SE. These devices feature advanced cameras, powerful performance, and the latest iOS software. Apple offers several models of the iPad, including the iPad Pro, iPad Air, and iPad mini. These tablets are designed for productivity, creativity, and entertainment, with features like Apple Pencil support and powerful performance.

Brand Connect: Apple positions itself as a premium brand offering high-quality products with exceptional design and user experience. Apple products are known for their user-friendly interface and minimalist aesthetic. In India, Apple has two company-owned outlets, which completed their first year of operations in April and have posted a revenue of Rs 190-210 crore each last fiscal year.

2. NVIDIA CORPORATION

JENSEN HUANG, CEO



Technological Innovation: NVIDIA, founded in 1993, has evolved significantly over the years. Initially known for its graphics processing units (GPUs), NVIDIA has become a full-stack computing company. NVIDIA is at the forefront of generative AI. Innovations like ChatGPT and Stable Diffusion demonstrate NVIDIA's commitment to advancing generative AI. The TensorRT-LLM library accelerates large language models (LLMs) on RTX PCs, enhancing performance.

Product and Service Offerings: NVIDIA's GeForce GPUs are designed for gaming enthusiasts and PC gamers, offering high-performance graphics rendering, real-time ray tracing, and AI-powered features. NVIDIA Quadro GPUs are tailored for professional workstation users in industries such as design, engineering, content creation, and scientific visualization, delivering advanced graphics capabilities and GPU-accelerated workflows. CUDA is NVIDIA's parallel computing platform and programming model for GPU-accelerated computing, enabling developers to harness the power of NVIDIA GPUs for AI, deep learning, scientific computing, and more.

Brand Connect: Nvidia Corporation, a leader in graphics processing units (GPUs), has established a strong brand connection within the tech industry. It is a leader in high-performance GPUs for gaming, professional graphics, and artificial intelligence applications.

3. TATA CONSULTANCY SERVICES LTD. (TCS)

K. KRITHIVASAN, CEO



Technological Innovation: TCS, a global leader in IT services, consulting, and business solutions, has been at the forefront of innovation for over 55 years. TCS operates across multiple industries and 55 countries, driving positive change through technology. TCS explores various areas, including quantum computing, genome analysis for personalized medicine, security and privacy, deep computing architectures, and behaviour modelling. TCS partnered with Amazon Web Services (AWS) to accelerate cloud transformations. They provide cloud modernization programs, leveraging generative AI solutions on AWS for full-stack digital transformation.

Product and Service Offerings: TCS offers a range of solutions for the banking and financial services industry, including core banking systems, digital banking platforms, wealth management solutions, and risk management solutions. TCS provides healthcare IT solutions for electronic health records (EHR), telemedicine, population health management, and drug discovery. TCS delivers retail solutions for omnichannel commerce, merchandise planning, supply chain optimization, and customer analytics.

Brand Connect: TCS builds brand connection by focusing on innovation, transformation, social responsibility, and a skilled workforce. This multi-pronged approach positions them as a trusted partner for businesses navigating the ever-evolving digital landscape.

4. INFOSYS LTD.

SALIL PAREKH, CEO



Technological Innovation: Infosys, leverages emerging technologies and digital capabilities to help clients navigate the complexities of the digital age and achieve their business objectives. Infosys has been investing heavily in artificial intelligence (AI) and automation to enhance productivity, efficiency, and innovation across various industries. The company's AI-powered solutions help clients automate repetitive tasks, improve decision-making processes, and unlock new business opportunities.

Product and Service Offerings: Infosys helps organizations develop comprehensive digital strategies aligned with business goals and customer needs. It provides a wide range of IT services, including: Digital Marketing, Digital Commerce, Engineering Services, Application Modernization, Digital Supply Chain Management, Cybersecurity, Testing, Business Process Management and Application Development & Maintenance. Key Infosys products include: NIA, Next Generation Integrated AI Platform formerly known as Mana, is an AI platform. Infosys Consulting is a global management consulting service. EdgeVerve Systems includes Finacle, is a global banking platform.

Brand Connect: Infosys offers comprehensive solutions to optimize processes, leverage emerging technologies, and achieve business goals. Infosys actively explores and integrates new technologies like AI, blockchain, and cloud computing into their solutions.

5. HCL TECHNOLOGIES LTD.

C VIJAYAKUMAR, CEO



Technological Innovation: HCL Technologies Ltd. (HCLTech) has been at the forefront of technological innovation. HCLTech's autonomies and orchestration platform, DRYICE, leverages artificial intelligence (AI), machine learning (ML), and robotic process automation (RPA) to automate IT and business processes, improve operational efficiency, and enhance user experience. DRYICE offers a suite of AI-powered solutions for IT operations, service management, and business process automation. HCLTech acquired iconic IBM software brands, including BigFix and AppScan, becoming the fastest to achieve \$1B in product revenue.

Product and Service Offerings: HCLTech offers a diverse range of solutions, including: IT Infrastructure Management Services, Digital Process Operations, Cloud-Native Services, Cybersecurity Services, Digital and Analytics Services, DRYICE (Enterprise Automation), IoT Solutions, Industry Software Services, Engineering and R&D Services. DRYICE is HCLTech's leading solution for enterprise automation and AI-based transformation. HCL provides end-to-end application development, maintenance, modernization, and management services across various platforms and technologies.

Brand Connect: HCLTech's commitment to innovation, partnerships, and diverse offerings positions them as a global technology leader. It positions itself as a trusted partner for digital transformation initiatives and engineering services.

6. WIPRO LTD.

SRINI PALLIA, CEO



Technological Innovation: Wipro Ltd. is a leading information technology, consulting, and business process services company with a strong focus on technological innovation. Wipro actively explores and integrates emerging technologies such as artificial intelligence, machine learning, cloud computing, blockchain, and the Internet of Things into their offerings. Wipro Digital offers a comprehensive suite of digital services and solutions to help clients adapt to the digital age.

Product and Service Offerings: Wipro's Capabilities range across cloud computing, cybersecurity, digital transformation, AI, robotics, and data analytics which are designed to transform business operations and increase agility. Aligned with 'Digital First' strategy it includes solutions for business transformation, modernization, connected intelligence, and trust. Its IT Services include consulting, application development, infrastructure management, cloud computing, and data analytics. Its Engineering Services include Product design, development, and testing.

Brand Connect: Wipro's commitment to innovation, diverse offerings, and strategic partnerships positions them as a global technology leader. The new brand identity marks Wipro's emergence as a trusted digital transformation partner to clients, delivering at global scale with increasingly localized capabilities, and leveraging hyper-automation, robotics, cloud, analytics, cognitive and emerging technologies.

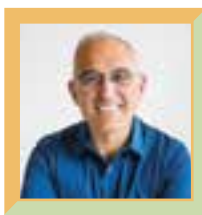
14. HEWLETT PACKARD ENTERPRISE COMPANY (HPE)

ANTONIO NERI, PRESIDENT & CEO

Technological Innovation: HPE is an edge-to-cloud company with offerings spanning Cloud Services, Compute, High Performance Computing & AI, Intelligent Edge, Software, and Storage. HPE delivers unique, open and intelligent technology solutions as a service. HPE has been a pioneer in developing edge computing solutions that bring processing power closer to where data is generated, enabling real-time insights and actions. HPE GreenLake brings the cloud to you.

Product and Service Offerings: HPE offers server solutions, including rack servers, blade servers, tower servers, and hyperconverged systems. HPE provides storage solutions for data management, including all-flash arrays, hybrid storage arrays, software-defined storage, and data protection solutions. It also offers networking solutions for data centers, campuses, and branch offices, including switches, routers, wireless LAN controllers, and network management software. HPE also delivers edge computing solutions for processing data closer to its source, enabling real-time insights and actions at the edge of the network.

Brand Connect: For Hewlett Packard Enterprise channel partners form the core of its strategy. By amplifying brand awareness, simplifying their value proposition, and showcasing their commitment to innovation, HPE solidifies its position as a trusted partner.



15. ACCENTURE PLC

JULIE SWEET, CHAIR & CEO

Technological Innovation: Accenture is renowned for its commitment to technological innovation. It invests heavily in AI and ML technologies to develop intelligent solutions that enhance business processes, optimize operations, and drive innovation. The company leverages its expertise in technology, cloud, data, and AI, combined with deep industry knowledge, functional proficiency, and global delivery capabilities. Accenture is a leader in blockchain and DLT solutions, leveraging these technologies to enable secure and transparent transactions, streamline business processes, and create new revenue opportunities for clients.

Product and Service Offerings: Accenture's wide range of capabilities, ecosystem partnerships and unmatched industry expertise can help businesses become the next best version of itself. Its capabilities vary from Cloud, Cybersecurity, Data and Artificial Intelligence, Digital Engineering and Manufacturing, Emerging Technologies, Enterprise Platforms, Finance and Risk Management, Leaning, Marketing and Experience, Metaverse, Private Equity, Supply Chain, Technology Transformation etc.

Brand Connect: Accenture positions itself as a one-stop shop for businesses seeking to navigate digital transformation. They offer a comprehensive suite of services, from strategy and consulting to implementation and ongoing support.



16. TECH MAHINDRA

MOHIT JOSHI, CEO AND MD

Technological Innovation: Tech Mahindra is at the forefront of driving innovation in 5G technology and telecommunications. The company offers end-to-end solutions for 5G network deployment, optimization, and management, enabling telecom operators to deliver high-speed connectivity, low latency, and superior customer experiences. Tech Mahindra also collaborates with industry partners to develop use cases and applications for 5G across sectors such as healthcare, manufacturing, and smart cities. Tech Mahindra is a leader in blockchain and DLT solutions, leveraging these technologies to enable secure and transparent transactions, streamline business processes, and create new revenue opportunities for clients.

Product and Service Offerings: The company's product suite includes Infrastructure and Cloud Services, Experience Design Services, Business Process Services, Network Services, Testing Services, Business Excellence Services, Integrated Engineering Solutions, Performance Engineering, Telecom Product Engineering, SAP, Oracle, Enterprise of the Future, Data Analytics, Artificial Intelligence, Cyber Security, Customer Experience, Digital Supply Chain, Intelligent Automation.

Brand Connect: Tech Mahindra positions itself as a company that goes beyond just technology, aiming to deliver connected experiences for businesses in a connected world. This philosophy emphasizes creating meaningful and sustainable user experiences through technology solutions.



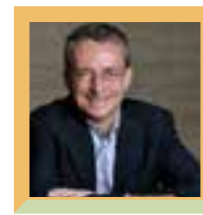
17. INTEL CORPORATION

PATRICK P. GELSINGER, CEO

Technological Innovation: Intel Corporation continually pushes the boundaries of processor performance, efficiency, and scalability, driving advancements in areas such as central processing units (CPUs), graphics processing units (GPUs), and system-on-chip (SoC) designs. Recently, in Intel Vision 2024, the company introduced the Intel Gaudi 3 accelerator, enhancing performance, openness, and choice for enterprise generative AI (GenAI). Additionally, Intel unveiled a suite of new open scalable systems, next-generation products, and strategic collaborations to accelerate the adoption of GenAI.

Product and Service Offerings: Intel provides microprocessors to major computer system manufacturers, including Acer, Lenovo, HP, and Dell. Intel produces motherboard chipsets, network interface controllers, integrated circuits, flash memory, and graphics chips. Intel's product line-up includes Processors (Xeon, Atom, Core), Chipsets, Memory & storage, systems & devices (Intel Evo, laptops, Intel NUC, Workstations, Intel vPro, Desktops), GPUs (Intel Arc, Intel Iris), server products, wireless products, and software.

Brand Connect: Intel's iconic "Intel Inside" branding strategy has become synonymous with quality and performance in computing devices, further enhancing its brand recognition. Intel prioritizes customer engagement through product education, support services, and community forums.



18. SAMSUNG ELECTRONICS CO. LTD.

JONG-HEE HAN, VICE CHAIRMAN & CEO

Technological Innovation: Samsung continues to redefine the realms of TVs, smartphones, wearable devices, tablets, digital appliances, network systems, as well as memory, system LSI, foundry, and LED solutions. The company always stands at the forefront of technological innovations, the company will soon come up with foldable handsets - Galaxy Z Fold and Galaxy Z Flip series. It has also revolutionized the viewing experience with QLED TVs that utilize quantum dot technology.

Product and Service Offerings: Samsung is well-known for its smartphones, including flagship models like the Galaxy S series and Note series, as well as mid-range and budget-friendly options. Samsung is a leading producer of semiconductor chips and components, including memory chips (DRAM and NAND flash), logic chips (processors and controllers), and image sensors. It manufactures display panels, including LCD, LED, and OLED panels for televisions, monitors, smartphones, tablets, and other devices. The company's display technologies are known for their high resolution, vibrant colours, and energy efficiency.

Brand Connect: Samsung invests heavily in marketing campaigns to promote its products and brand image. These campaigns often focus on highlighting product features, innovation, and lifestyle benefits.



19. CISCO SYSTEMS INC

CHUCK ROBBINS, CHAIR AND CEO

Technological Innovation: Cisco is renowned for its continuous focus on technological innovation, particularly in the realm of networking, communications, and cybersecurity. It is a global leader in networking solutions, offering a comprehensive portfolio of networking hardware, software, and services. The company's innovations in networking infrastructure include advanced routing and switching technologies, software-defined networking (SDN), intent-based networking (IBN), and network automation. Cisco's networking products enable organizations to build scalable, secure, and intelligent networks that can adapt to evolving business requirements and support emerging technologies such as cloud computing, IoT (Internet of Things), and 5G connectivity.

Product and Service Offerings: Cisco Systems offers a vast range of products and services across various networking and technology domains. Cisco's product portfolio includes Networking, Software, IoT, Mobility and Wireless, Security, Collaboration, Data Center, Cloud Computing and Services.

Brand Connect: Cisco positions itself as the company that connects people, devices, and data, fostering collaboration and innovation in a networked world. They emphasize continuous development of solutions for the evolving networking landscape, including cybersecurity, cloud computing, and the Internet of Things (IoT).





7. AMAZON.COM INC

ANDY JASSY, CEO



Technological Innovation: Amazon.com Inc., commonly known as Amazon, is an American multinational technology company involved in e-commerce, cloud computing, online advertising, digital streaming, and artificial intelligence. Initially, the company began as an online marketplace for books but has since broadened its scope to encompass a vast array of product categories.

Offering quality and Service programs: Amazon.com is a frontrunner in technology innovation with an array of products in diverse categories. It offers Amazon Store (Amazon.com, Amazon Prime, Amazon Music etc.), Delivery and Logistics, Devices and Services (Alexa, Fire Tablet, Kindle, Fire TV etc.), Amazon Web Services and Entertainment (Amazon Prime Video, Audible, Prime Gaming etc.).

Brand Connect: For consumers seeking to purchase a wide variety of products online with fast delivery, Amazon offers a comprehensive one-stop shopping experience. Amazon distinguishes itself from other online retailers through its customer-centric approach, dedication to innovation, and commitment to operational excellence.

8. MICROSOFT CORPORATION

SATYA NADELLA, CEO



Technological Innovation: Microsoft Corporation has been at the forefront of technological innovation for decades that transforms industries and empower individuals and organizations worldwide. Microsoft Azure, is a leading provider of Infrastructure as a Service (IaaS), Platform as a Service (PaaS), and Software as a Service (SaaS) solutions. Microsoft's suite of productivity and collaboration tools, including Microsoft 365, Teams, and SharePoint, continues to evolve with innovative features and capabilities that enhance communication, collaboration, and productivity in the modern workplace and Microsoft is deeply invested in AI research and development.

Product and Service Offerings: Microsoft's flagship operating system for personal computers, laptops, tablets, and servers, Windows offers different editions tailored for consumers, businesses, and enterprises. The traditional suite of productivity applications, including Word (word processing), Excel (spreadsheets), PowerPoint (presentations), Outlook (email and calendar), Access (database management), and Publisher (desktop publishing).

Brand Connect: Microsoft is known for its commitment to continuous innovation while maintaining a reputation for reliable and user-friendly products and services. Microsoft continuously innovates its products and services, such as Windows, Office Suite, Azure Cloud Services, and Xbox, to meet the evolving needs of its customers.

9. GOOGLE

SUNDAR PICHAI, CEO



Technological Innovation: Google has a long history of technological innovation across various domains, including search, advertising, cloud computing, artificial intelligence, and hardware. Google's search engine is renowned for its accuracy, speed, and relevance. Google Cloud Platform (GCP) offers a comprehensive suite of cloud services, including computing, storage, databases, machine learning, and analytics and Google's Android operating system.

Product and Service Offerings: Google's flagship search engine provides users with access to billions of web pages, images, videos, and other online content, using algorithms to deliver relevant search results. Google Ads is an online advertising platform that allows businesses to create and manage ads that appear on Google Search, YouTube, Gmail, and other Google-owned properties. GCP is a suite of cloud computing services that offers infrastructure as a service (IaaS), platform as a service (PaaS), and software as a service (SaaS) solutions for businesses and developers.

Brand Connect: Google's innovative products and services, such as Google Search, Gmail, YouTube, Android, and Google Maps, have become an integral part of people's daily lives. By providing valuable and user-friendly solutions, Google has built a strong brand connection with millions of users worldwide.

KEY HIGHLIGHTS:

- # Brand power has the ability to influence not just purchase decisions, but also perceptions, emotions, and loyalty.
- # Brand identity reflects the unique characteristics and traits of a business.
- # Building brand power is an ongoing process, but the rewards are significant.
- # Brand loyalty is the tendency of customers to continue buying from a particular brand rather than switching to a competitor.
- # Brand advocacy is a powerful marketing tool in today's digital age.

Technology has profoundly influenced our daily lives, making us more connected, informed, productive, and entertained. It has transformed the way we communicate, travel, manage health, and access information. While technology offers numerous benefits, it is essential to recognize that it is not a silver bullet and should be applied thoughtfully.

The future of AI promises further advancements across various industries, including finance, healthcare, creative sectors, sales, manufacturing, and retail. However, it is crucial to approach technology thoughtfully, considering ethical implications, maintaining human connections, addressing the digital divide, and continuously monitoring its impact to ensure it continues to benefit society as a whole.

Marketers have a critical role in harnessing these technologies to create positive business outcomes.

The 13th edition of the Brand Book unveils an insightful report that highlights how companies enhance their products and services. These companies have been recognized by others to advance their business goals. The key findings from a comprehensive analysis with B2B partners and customers in terms of product acceptance and support.

METHODOLOGY

In today's competitive marketplace, building a strong brand is more important than ever. It builds customer trust and loyalty, enhances perceived value, and ensures consistent messaging, delivering quality, engaging with customers, leveraging visual identity. Companies can create a powerful brand that stands out and drives long-term growth.

VARINDIA has been at the forefront of brand valuation since 1999, earning recognition from leading organizations. The brand valuation process by VARINDIA evaluates a brand's value in the market. VARINDIA's long-standing expertise in brand valuation and the author's understanding brand performance and market dynamics.

A distinguished panel of the industry's leading CIOs, CTOs, CDOs, and analysts curates the list of companies throughout the year. Our team has conducted an in-depth rigorous evaluation process identifies the 'Most Trusted Companies' based on their brand performance.

The 'Most Trusted Companies' list, curated by this distinguished panel, highlights brands that excel in building and maintaining customer trust through consistent quality, agility, and continuous innovation. These companies set a high benchmark in the industry, demonstrating the importance of customer-centric strategies and relentless improvement in achieving and sustaining brand loyalty.

Today, VARINDIA's brand valuation reports are used by companies, governments, and investors to make strategic decisions about their brands. Additionally, the growth of AI, e-commerce, and social media has significantly transformed the interaction between brands and consumers in India.

Marketers and homegrown brands are increasingly recognizing the importance of strategic branding and are investing in initiatives to strengthen their brand presence. By focusing on customer-centric strategies, leveraging technology, and maintaining consistent messaging, brands can effectively position themselves in the minds of consumers and build lasting trust and loyalty.

Feedback is indeed invaluable for continuous improvement and understanding audience needs. It plays a crucial role in refining strategies and ensuring brand uniqueness, which forms a competitive advantage. The 25 Most Trusted Brands have exemplified this by adopting one of the three value disciplines of competitive advantage: product leadership, customer intimacy, and operational excellence. By focusing on these disciplines, they not only enhance their competitive edge but also build strong, lasting relationships with their customers, ensuring sustained growth and market leadership.

11. BHARTI AIRTEL LTD.

GOPAL VITTAL, CEO & MD



Technological Innovation: Airtel is a global communications solutions provider serving over 500 million customers across 17 countries in South Asia and Africa. It is one of India's leading telecommunications companies, known for its continuous efforts in technological innovation to enhance its network capabilities. Airtel announces its largest ever 5G roll-out in 125 cities. Airtel is India's largest integrated communications solutions provider and the second-largest mobile operator in Africa.

Product and Service Offerings: Airtel's retail portfolio features high-speed 4G/5G mobile broadband, Airtel Xstream Fiber with speeds up to 1 Gbps, and convergence across linear and on-demand entertainment. It also includes streaming services for music and video, digital payments, and financial services. For enterprise customers, Airtel provides a comprehensive range of solutions, including secure connectivity, cloud and data center services, cybersecurity, IoT, AdTech, and cloud-based communication.

Brand Connect: Airtel is known for its extensive network coverage and reliable connectivity across India. Airtel emphasizes its role in enabling the digital transformation journey for individuals and businesses. They offer solutions that promote online access, mobile banking, and digital communication tools.

12. DELL TECHNOLOGIES INC.

MICHAEL S. DELL, CEO



Technological Innovation: Dell Technologies has been at the forefront of developing edge computing solutions to enable real-time data processing and analytics closer to the source of data generation. It offers a comprehensive portfolio of hybrid cloud infrastructure solutions, including Dell EMC PowerEdge servers, Dell EMC Unity and PowerStore storage systems, VMware virtualization software, and Dell EMC Ready Solutions for hybrid cloud. Dell is leveraging artificial intelligence and machine learning technologies to enhance its products and services.

Product and Service Offerings: Dell offers a variety of laptops and desktop computers tailored to different user needs, including consumer laptops, gaming laptops, business laptops, and workstation desktops. Dell PowerEdge servers are designed for performance, reliability, and scalability, catering to a wide range of workloads, including virtualization, cloud computing, and data analytics. Dell Technologies' portfolio of products and services enables organizations to build, manage, and optimize their IT infrastructure to drive innovation and achieve their business goals.

Brand Connect: Dell Technologies positions itself as a one-stop shop for businesses, offering a comprehensive range of hardware (PCs, servers, storage), software, and cloud solutions.

13. IBM CORPORATION

ARVIND KRISHNA, CEO



Technological Innovation: IBM's strength lies in its ability to consistently innovate and adapt to the changing technological landscape. Software has become IBM's single biggest source of revenue as the company turns up the heat on hybrid cloud computing. Its consulting business is still sizable, with infrastructure (Hardware) running a close third in terms of sales. IBM Watson, IBM's AI platform, is a pioneer in cognitive computing, natural language processing, and machine learning.

IBM develops industry-specific solutions tailored to the needs of various sectors, such as healthcare, banking, manufacturing, and telecommunications.

Product and Service Offerings: IBM offers a comprehensive portfolio of security solutions, including identity and access management, data security, threat detection and response, and security intelligence and analytics, to help organizations protect their data, applications, and infrastructure from cyber threats. IBM Global Business Services (GBS) offers consulting and professional services to help organizations design, implement, and optimize their IT infrastructure, business processes, and digital transformation initiatives.

Brand Connect: IBM heavily invests in research and development of cutting-edge technologies like AI, blockchain, and quantum computing. Highlighting these advancements positions them at the forefront of innovation.

2024-2025

TOP
25

ICT BRANDS

10. RELIANCE JIO INFOCOMM LTD.

AKASH AMBANI, CHAIRMAN



Technological Innovation: Reliance Jio commonly known as Jio, has been a significant disruptor in the telecommunications industry in India. Jio launched India's first nationwide 4G LTE network, offering high-speed internet connectivity across the country. It has pioneered the widespread adoption of Voice over LTE (VoLTE) technology, enabling high-quality voice calls over the 4G network. Jio Fiber, Jio's fiber-to-the-home (FTTH) broadband service, delivers ultra-fast internet connectivity with speeds up to 1 Gbps. Jio launched JioMoney, a digital payment platform and other digital payment methods.

Product and Service Offerings: Jio offers a wide spectrum of products like SIM cards, 4G and 5G services, Devices like JioPhone, JioMotive, JioDive and JioBook. It offers services like JioFibre, AirFibre, Apps – JioTV, JioGames, JioCinema etc. The company also offers JioBusiness services like Business Applications, Connectivity, IoT, JioBusiness Solution, JioCloud, Security, Voice and Collaboration etc.

Brand Connect: Reliance Jio revolutionized the Indian telecom industry by introducing affordable 4G data services. Reliance Jio built a comprehensive digital ecosystem encompassing telecommunications, digital services, entertainment, and e-commerce. The affordability of Jio services made digital connectivity accessible to millions of people across India.

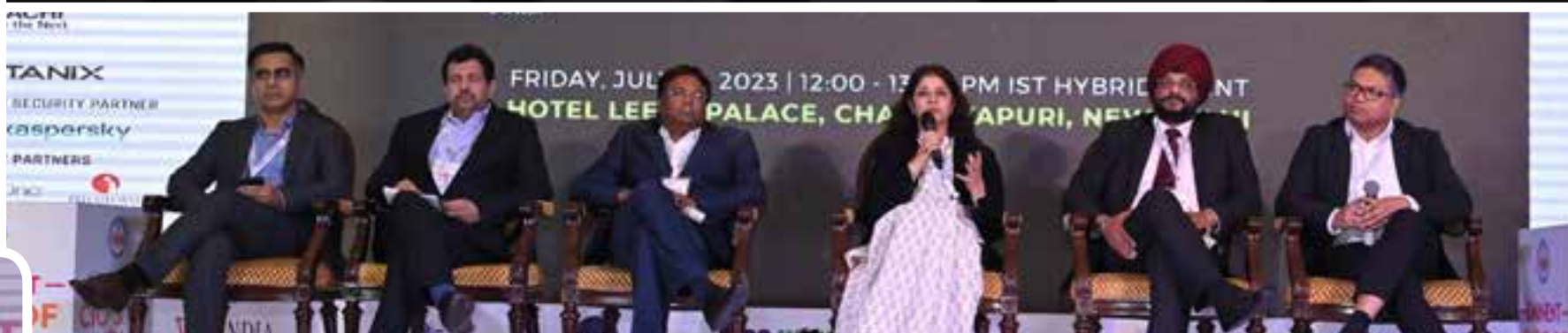




FLASHBACK

INFOTECH FORUM 2023

40 Speakers, **50** Corporates & **550** Delegates
Attended the Brand Book Launch & Infotech Forum





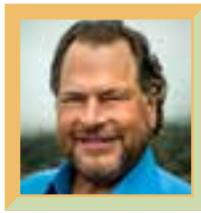
20. SALESFORCE INC.

MARC BENIOFF, CHAIR AND CEO

Technological Innovation: Salesforce is known particularly in the realm of cloud computing, customer relationship management (CRM), and enterprise software solutions. The company's flagship product, Salesforce Customer 360, is a comprehensive CRM platform that integrates sales, marketing, service, and commerce functionalities in the cloud. Salesforce's cloud-based approach allows organizations to access CRM data and applications from anywhere, on any device, without the need for on-premises hardware or software installations. Recently, Salesforce introduced several new initiatives aimed at using AI to foster a more equitable and sustainable future.

Product and Service Offerings: Salesforce Sales Cloud is a CRM platform designed to help businesses manage their sales processes more effectively and the Salesforce Service Cloud is a customer service platform that enables businesses to deliver exceptional customer support across multiple channels, including phone, email, chat, social media, and self-service portals. At the same time, Salesforce Marketing Cloud brings a digital marketing platform.

Brand Connect: Salesforce prioritizes customer success and satisfaction, focusing on building long-term relationships and delivering value through its cloud-based CRM and business solutions. The company's commitment to understanding and addressing customer needs fosters trust and loyalty.



23. INGRAM MICRO INDIA

NAVNEET SINGH BINDRA, SENIOR VICE PRESIDENT AND COUNTRY CHIEF EXECUTIVE

Technological Innovation: Ingram Micro India plays a significant role in technological innovation within the distribution and supply chain industry. It is the largest global wholesale provider of technology products and supply chain management services. Deep knowledge of supply chain, cloud, mobility, and technology solutions helps its business partners to run effectively and profitably in the markets they serve. With an emphasis on partnerships with mutual growth, new levels of efficiency, genuine customer connections, and limitless possibilities, its distinctive approach is reinventing what it can do in distribution.

Product and Service Offerings: Ingram Micro has a comprehensive range of hardware products such as computers, laptops, servers, storage devices, networking equipment, peripherals, and accessories from leading brands. Ingram Micro offers a variety of software solutions including operating systems, productivity software, security software, business applications, virtualization software, and more. These solutions cater to both enterprise and individual customers.

Brand Connect: Ingram Micro India's strong brand connection is built on its distribution network, diverse product portfolio, brand reputation, value-added services, channel partner programs, customer focus, and innovation.



21. ADOBE INC.

SHANTANU NARAYEN, CHAIR AND CEO

Technological Innovation: Adobe's Creative Cloud suite is a cornerstone of creative industries worldwide. It provides professionals and enthusiasts with cutting-edge tools for design, photography, video editing, and more. Adobe Document Cloud revolutionizes document management and collaboration. Through innovations like Adobe Acrobat and Adobe Sign, users can create, edit, sign, and share documents securely across devices and platforms. Adobe's advancements in document processing, e-signatures, and workflow automation streamline business processes and improve productivity for individuals and organizations.

Product and Service Offerings: Adobe Creative Cloud is a comprehensive suite of desktop and mobile apps for design, photography, video, and web development. It includes popular applications such as Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Lightroom, XD, and Dreamweaver, among others. Adobe Document Cloud provides solutions for creating, editing, sharing, and signing PDF documents. It includes Acrobat DC, Adobe Sign, and Adobe Scan, enabling users to work with PDF files seamlessly across devices.

Brand Connect: Adobe continually innovates its software offerings to meet the evolving needs of creative professionals, marketers, and businesses. The company invests in cutting-edge technologies like artificial intelligence, augmented reality, and immersive experiences, positioning itself at the forefront of digital innovation.



24. REDINGTON LTD.

RAMESH NATARAJAN, CEO

Technological Innovation: Redington Ltd., is a prominent player in the distribution and supply chain management sector. Redington leverages data analytics and business intelligence tools to gain actionable insights from the vast amounts of data generated across its operations. Redington keeps a careful eye on these advancements and has made great progress in enabling 5G, cyber security, and hybrid cloud, among other things. It facilitates the end-to-end digitization of enterprises with an emphasis on high-tech fields including analytics, artificial intelligence, digital platforms, and payment solutions.

Product and Service Offerings: Redington serves as a distributor for a wide range of IT products including hardware, software, networking equipment, peripherals, and accessories. It partners with leading technology brands to distribute their products to resellers, retailers, system integrators, and other channel partners. It offers a diverse portfolio of hardware products including desktop computers, laptops, servers, storage devices, printers, scanners, monitors, projectors, and other IT peripherals.

Brand Connect: Redington positions itself as a bridge between global technology brands and regional businesses. They emphasize efficient distribution networks and strong partnerships, ensuring smooth technology adoption for their clients.



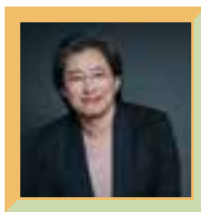
22. AMD

DR. LISA SU, CHAIR AND CEO

Technological Innovation: Advanced Micro Devices (AMD) has been a key player in the semiconductor industry. AMD's Zen architecture represents a major leap forward in CPU design, delivering significant improvements in performance, power efficiency, and scalability. Zen-based processors power AMD's Ryzen desktop CPUs, EPYC server CPUs, and Threadripper high-end desktop CPUs, offering competitive performance compared to the competitions. AMD's Accelerated Processing Units (APUs) integrate CPU and GPU cores onto a single chip, enabling powerful and energy-efficient computing solutions for a wide range of applications. AMD introduced new Ryzen AI 300 Series processors with Neural Processing Unit (NPU)1 for next-gen AI PCs.

Product and Service Offerings: Processors, graphics cards, accelerators, software, Xilinx products, data centres and clouds, high performance computing, business and workstations, and gaming laptops and desktops are just a few of the products that AMD offers. Additionally, AMD offers the range of hardware and software required to satisfy the HPC industry's quickly expanding demand for AI applications.

Brand Connect: AMD has built a reputation as a reliable and trustworthy brand in the semiconductor industry. Its focus on delivering high-quality products, providing excellent customer support, and fostering innovation has contributed to its positive brand image and customer loyalty.



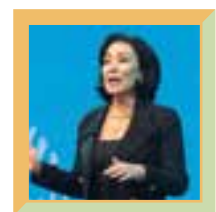
25. ORACLE CORPORATION

SAFRA A. CATZ, CEO

Technological Innovation: Oracle Corporation is a global leader in enterprise software and cloud solutions, known for its focus on technological innovation. It offers a comprehensive suite of cloud-based applications, platforms, and infrastructure services. This includes Oracle Cloud Infrastructure (OCI), a highly scalable and secure cloud platform that provides computing, storage, and networking capabilities to businesses of all sizes. To stay at the forefront of technological innovation, Oracle has integrated Generative AI into its offerings. These include the Oracle Cloud Infrastructure (OCI) Generative AI service, Database 23ai, AI-powered upskilling solutions, and Oracle Code Assist etc.

Product and Service Offerings: Oracle's cloud infrastructure platform provides a comprehensive suite of cloud services, including compute, storage, networking, databases, analytics, and more. Oracle Database is a leading relational database management system (RDBMS) known for its reliability, performance, and scalability.

Brand Connect: Oracle focuses on secure enterprise software, and cloud solutions to build strong brand connections. By simplifying their messaging, making solutions more approachable for SMBs, and showcasing cutting-edge innovations, Oracle can solidify its position as a trusted technology partner for businesses of all sizes navigating the ever-changing enterprise software landscape.



THE ADMIRER BRANDS SIMPLIFYING COMPLEX PROBLEMS



The impact of technology on business stands as a towering force driving business growth especially during times of disruption and uncertainty. It vendors play a crucial role in enabling businesses to leverage technology effectively to navigate challenges, drive innovation, and achieve their goals.

The business world is constantly evolving, and it vendors help companies adapt to these changes. They offer solutions for automation, data analysis, cloud computing, and other emerging technologies that are crucial for staying ahead of the curve.

VARINDIA brand book is a great resource to keep you informed on how tech brands are innovating. The ongoing focus on emerging technologies and their impact on productivity underscores the importance of staying at the forefront of technological advancements in today's rapidly changing business landscape.

The projected double-digit year-on-year growth of 13.2% in its spending in India for 2024 is an encouraging sign of the continued resilience and expansion of the country's technology sector. The anticipated growth of 13.2% indicates a robust expansion of IT spending in India, driven by increasing investments in digital transformation, technology infrastructure, and emerging technologies.

The ongoing digital transformation across industries presents significant growth opportunities for the technology sector. As businesses across sectors accelerate their digital initiatives to enhance agility, competitiveness, and customer engagement, there is a growing demand for technology solutions and services. This trend is expected to continue driving growth in the technology industry despite economic uncertainties.

Regarding the VARINDIA most admired brands selection process, we consider parameters like innovation, brand value, brand recall, consumer satisfaction, customer service, and quality ensures a comprehensive evaluation of brands across various dimensions. This approach helps identify brands that not only offer innovative products and services but also prioritize customer satisfaction, quality, and excellence in their operations. Recognizing and celebrating these brands encourages industry-wide best practices and fosters a culture of excellence and innovation within the technology ecosystem.



Acer India, the Indian subsidiary of the global technology company Acer, has been actively involved in driving technological innovation in the country. Acer India offers a wide range of innovative products, including laptops, desktops, monitors, projectors, and accessories. Acer India has introduced cutting-edge gaming laptops, desktops, monitors, and accessories equipped with the latest technologies to deliver immersive gaming experiences to enthusiasts and professionals alike. Overall, Acer India has been proactive in driving technological innovation across its product portfolio, catering to the diverse needs of consumers, businesses, and gamers in the Indian market.



CP Plus is a division of Aditya Group. The company is into the field of electronic security systems, specializing in surveillance solutions such as CCTV cameras, video door phones, access control systems, and more. As also a Technology distributor, Aditya Infotech focuses on optimizing their supply chain operations to improve efficiency, reduce costs, and enhance customer satisfaction. CP Plus demonstrates a commitment to technological innovation by continuously enhancing its surveillance solutions with advanced features, AI-driven analytics, cloud connectivity, mobile integration, energy efficiency, and cybersecurity measures.



Alcatel-Lucent Enterprise has been actively involved in driving technological innovation in the telecommunications industry in India. The company has been instrumental in deploying and modernizing telecommunication infrastructure across India. This includes the deployment of advanced mobile networks, fixed-line networks, and broadband connectivity solutions to support the country's growing communication needs. Alcatel-Lucent Enterprise offers a range of innovative networking solutions tailored to the unique requirements of the Indian market. This includes solutions for fixed broadband access, mobile backhaul, IP routing, optical networking, and data center interconnectivity, enabling operators to deliver reliable, high-performance services to their customers.



Allied Telesis is a global provider of secure IP/Ethernet switching solutions and is an industry leader in IP Triple Play networks. Allied Telesis prioritizes security in its networking solutions, offering features such as access control, encryption, authentication, and intrusion detection/prevention. The company's security solutions help protect networks, data, and applications from cyber threats, ensuring the integrity and confidentiality of communications. By leveraging its expertise in networking solutions and security, the company has gained the confidence of customers worldwide and continues to be a trusted partner in building secure and resilient networks for the future.



Autodesk is the global leader in 3D design, engineering, and entertainment software. The company offers a wide range of products, including AutoCAD, Revit, Maya, Fusion 360, and Inventor, which are widely used across industries for design, simulation, visualization, and collaboration. Autodesk has pioneered generative design technologies that use artificial intelligence (AI) and machine learning (ML) algorithms to optimize designs based on specified parameters and constraints. Autodesk has gained the confidence of customers across industries and continues to be a trusted partner in the design and engineering community.



Canon is a renowned provider of imaging and optical products, including cameras, camcorders, printers, scanners, and copiers. Canon is a leader in printing technology, offering a wide range of printers, multifunction devices, and production printing solutions. Canon has leadership into digital transformation solutions tailored to various industries and business segments. This includes document management solutions, workflow automation software, and enterprise content management systems designed to streamline processes, improve productivity, and enhance collaboration in workplaces. Canon continues to be a trusted brand in the imaging and printing industry.



Check Point Software Technologies is a global cybersecurity company known for its innovative security solutions and services. Check Point is at the forefront of developing advanced threat prevention technologies to defend against evolving cyber threats. The company offers comprehensive security solutions that include next-generation firewalls, intrusion prevention systems (IPS), anti-malware, antivirus, sandboxing, and threat intelligence services. Check Point promotes a Zero Trust security framework that assumes zero trust for both internal and external network traffic. Overall, Check Point Software Technologies has demonstrated a strong commitment to technological innovation, cybersecurity excellence, and customer satisfaction.



COMMScope®
now meets next

CommScope is a global leader in infrastructure solutions for communications networks, offering a wide range of innovative products and services. CommScope India provides cutting-edge network infrastructure solutions for wired and wireless communications networks. The company offers a comprehensive portfolio of products, including fiber optic cables, copper cables, connectivity solutions, network enclosures, antennas, and RF components. The company adheres to rigorous quality standards and conducts extensive testing to ensure that its products meet industry certifications and customer requirements. Overall, CommScope India has demonstrated a strong commitment to technological innovation, quality, customer satisfaction, and reliability.



Commvault Systems is a global leader in enterprise data management and protection solutions, renowned for its technological innovation and customer-centric approach. The company's solutions encompass data backup and recovery, data archiving, data governance, disaster recovery, and data migration, providing organizations with a unified platform to manage their data lifecycle efficiently. Commvault leverages artificial intelligence (AI) and machine learning (ML) technologies to deliver actionable insights and intelligence from data. Overall, Commvault Systems has demonstrated a strong commitment to technological innovation, data management excellence, and customer success.



D-Link is a global leader in networking solutions, renowned for its technological innovation and commitment to customer satisfaction. D-Link offers a wide range of cutting-edge networking solutions for homes, businesses, and service providers. The company's portfolio includes routers, switches, wireless access points, network cameras, network storage devices, and security appliances. D-Link is at the forefront of smart home and IoT integration, offering a range of connected devices and solutions that enhance home automation and security. Overall, D-Link has demonstrated a strong commitment to technological innovation, quality, customer satisfaction, and reliability.



Elastic is a global provider of open-source search, observability, and security solutions, renowned for its technological innovation and commitment to customer success. Elastic's flagship product, Elasticsearch, is a distributed search and analytics engine designed for scalability, reliability, and real-time search capabilities. Elastic Technologies actively engages with the open-source community to foster collaboration, innovation, and knowledge sharing and enable organizations to build scalable and resilient observability and security solutions. Overall, Elastic Technologies has demonstrated a strong commitment to technological innovation, open-source collaboration, customer satisfaction, and cloud-native solutions.



Ericsson India Global Services (IGS) is a subsidiary of Ericsson, a leading provider of telecommunications equipment and services. Ericsson is a global leader in 5G technology, driving the development and deployment of next-generation networks worldwide. Ericsson IGS plays a key role in developing and delivering 5G solutions and services, including radio access network (RAN) equipment, core network solutions, and software platforms. Ericsson IGS adopts a customer-centric approach to innovation, working closely with customers to understand their unique challenges and requirements. Overall, Ericsson India Global Services has demonstrated a strong commitment to technological innovation, customer satisfaction, and industry leadership.



Forcepoint is a global cybersecurity company that specializes in providing innovative solutions to protect organizations from evolving cyber threats. Forcepoint offers advanced threat protection solutions that leverage cutting-edge technologies such as machine learning, behavioural analytics, and threat intelligence to detect and mitigate cyber threats in real-time. Forcepoint's cloud security solutions help customers securely adopt cloud services, enforce security policies, and prevent data breaches and compliance violations in the cloud. Overall, Forcepoint Software has demonstrated a strong commitment to technological innovation, customer satisfaction, and cybersecurity excellence.



Fortinet Technologies is a global leader in cybersecurity solutions. It offers a comprehensive portfolio of cybersecurity solutions, including network security, endpoint protection, cloud security, email security, and security management. Fortinet's Security Fabric is an integrated and adaptive security architecture that provides seamless visibility, control, and automation across the entire IT infrastructure. The Security Fabric integrates various security products and technologies, including firewalls, intrusion prevention systems (IPS), secure access solutions, and security analytics, into a unified platform. Overall, Fortinet Technologies has demonstrated a strong commitment to technological innovation, customer satisfaction, and cybersecurity excellence.



HID Global, including its operations in India, is a leading provider of secure identity solutions, leveraging technological innovation to enhance security and convenience for customers. It offers a wide range of identity and access management solutions, including secure identity credentials, access control systems, biometric authentication, and visitor management solutions. These solutions leverage advanced technologies such as RFID, NFC, Bluetooth, biometrics, and encryption to ensure secure and convenient access to physical and digital assets. HID India adopts a customer-centric approach to innovation, focusing on understanding customers' unique security challenges and requirements.



Hikvision India is a leading IoT solution provider with video as its core competency. The company is spearheading the 'Make-in-India' vision with a long term commitment. It manufactures a wide range of video security products at its state-of-the-art manufacturing facility near Mumbai. Its wide range of product offerings, includes Video Security, Access Control, Intrusion Alarm and Inspection Products, Perimeter Security, Robotics, Machine Vision and Factory Automation products. Its bespoke solutions are embedded with AI and IoT applications. With 37 branches and 26 RMA Centers, Hikvision India strives to deliver the extended RMA and service support to all ecosystem partners and end-users.



Hitachi Vantara is a global leader in data storage, analytics, and IoT solutions, known for its technological innovation and customer-centric approach. It offers a comprehensive portfolio of data storage and management solutions designed to help organizations store, manage, and protect their data effectively. The company's solutions include storage systems, software-defined storage, data protection, backup and recovery, and data migration tools. Hitachi Vantara offers digital transformation services to help organizations modernize their IT infrastructure, applications, and processes. Overall, Hitachi Vantara has demonstrated a strong commitment to technological innovation, customer satisfaction, and social responsibility.



HP India is a global leader in innovative technology solutions, focusing on PCs, printers, and related services. It offers a wide range of cutting-edge products, including personal computers, laptops, printers, and accessories. HP India is renowned for its printing technology, offering a diverse range of printers, multifunction devices, and printing solutions for businesses and consumers. HP's print technology innovations enable customers to improve productivity, reduce costs, and enhance the quality of printed materials. HP's focus on delivering end-to-end solutions and exceptional service experiences enhances customer confidence and loyalty. Overall, HP India Sales has demonstrated a strong commitment to technological innovation, customer satisfaction, security, sustainability, and service excellence.



IceWarp Technologies is a global provider of email collaboration and communication solutions, known for its technological innovation and commitment to customer satisfaction. It offers a unified communication platform that integrates email, messaging, voice, video conferencing, and collaboration tools into a single, cohesive solution. The platform enables users to communicate and collaborate seamlessly across different channels and devices, improving productivity and efficiency. The company offers flexible deployment options, including on-premises, cloud, and hybrid solutions, to accommodate diverse IT environments and preferences. Overall, IceWarp Technologies has demonstrated a strong commitment to technological innovation, customer satisfaction, and security.



Inflow Technologies is a leading technology distribution company, specializing in providing cutting-edge IT solutions to businesses across various industries. Inflow Technologies focuses on emerging and disruptive technologies such as cloud computing, cybersecurity, artificial intelligence, Internet of Things (IoT), and digital transformation. Inflow Technologies adopts a customer-centric approach to business, focusing on building long-term relationships with its customers. The company's value-added services complement its product offerings and enable customers to achieve their business goals more effectively. Inflow Technologies has earned the confidence and trust of its customers as a leading technology distribution partner.



iValue InfoSolutions is a leading technology enabler that specializes in providing end-to-end IT solutions to businesses across various industries. It offers an innovative product portfolio comprising cutting-edge IT solutions from leading global technology vendors. The company continuously evaluates emerging technologies and partners with industry-leading brands to bring the latest innovations to its customers. iValue InfoSolutions' expertise in emerging technologies enables its customers to drive innovation, improve efficiency, and gain a competitive edge in their respective industries. Overall, iValue InfoSolutions has demonstrated a strong commitment to technological innovation, customer satisfaction, and value-added services.



Kaspersky India is a prominent cybersecurity firm known for its innovative solutions and commitment to customer confidence. It develops cutting-edge cybersecurity solutions equipped with advanced threat detection capabilities. Their software employs machine learning, behavioural analysis, and heuristic algorithms to identify and neutralize emerging threats in real-time. Kaspersky India takes a proactive approach to cybersecurity by offering solutions that not only detect and respond to threats but also prevent them from occurring in the first place. Overall, Kaspersky India has demonstrated a strong commitment to technological innovation, proactive security measures, comprehensive product offerings, continuous improvement, trusted reputation, and customer satisfaction.



Lenovo continuously introduces innovative products across its portfolio, including laptops, desktops, tablets, smartphones, and data center solutions. The company has a network of service centers and authorized service partners across India to cater to customer needs promptly. By offering reliable after-sales support, Lenovo demonstrates its commitment to customer satisfaction and earns trust and confidence among users. It offers a range of innovative solutions tailored for businesses, including enterprise-grade laptops, workstations, servers, and IT infrastructure solutions. This engagement fosters a sense of belonging and trust among Lenovo users, strengthening the brand's reputation and customer relationships.



KSG Technologies, operating under the brand name Cadyce, has demonstrated a commitment to technological innovation and gaining customer confidence. It focuses on continuous product innovation to meet the evolving needs of its customers. The company invests in research and development to introduce cutting-edge technologies and features into its product portfolio. KSG adopts a customer-centric approach to business, prioritizing customer satisfaction and feedback. The company has a dedicated customer support team to address customer inquiries and resolve issues in a timely and efficient manner. Cadyce offers a compelling value proposition to customers by providing high-quality, reliable, and cost-effective solutions.



LG Electronics has established itself as a global leader in technological innovation, consistently delivering cutting-edge products and earning customer confidence through several key strategies. LG Electronics offers a diverse portfolio of consumer electronics and home appliances, IT and display products, ranging from televisions to refrigerators and washing machines etc. The company is known for producing durable and high-performance products that meet or exceed industry benchmarks. LG Electronics has built a strong brand reputation over the years, known for its commitment to innovation, quality, and customer satisfaction.



Micron Technology specializes in semiconductor memory and storage solutions, offering a wide range of products including DRAM, NAND flash, and SSDs. The company consistently invests in research and development to push the boundaries of semiconductor technology, delivering products with higher performance, lower power consumption, and increased reliability. Their memory solutions are designed to be energy-efficient, reducing the environmental impact and potentially lowering operational costs for users. The Micron brand is recognized by professionals for its high-performance memory solutions. Micron leverages the crucial brand for consumer-oriented products, offering a trusted and reliable option for everyday users.



With over 125 years of expertise in technological innovation, NEC is a leader in the integration of IT and network technologies that provides solutions for empowering people, businesses and society. NEC focuses on developing cutting-edge solutions in various domains such as IT, telecommunications, biometrics, cybersecurity, and AI. The company leverages its expertise in these areas to create innovative products and services that address the evolving needs of customers. NEC forms strategic partnerships and alliances with other technology companies, system integrators, and service providers to expand its market reach and enhance its product offerings.



NetApp India specializes in providing innovative data management solutions that enable organizations to store, manage, and protect their data efficiently. The company offers a wide range of products and services, including storage systems, cloud data services, data protection solutions, and software-defined storage. NetApp offers a comprehensive suite of data management solutions, including hybrid cloud storage, data security software, and cloud data services. The company collaborates closely with customers to gain insights into their business objectives, IT infrastructure, and data management needs. NetApp's global presence and established reputation for quality solutions translate to customer confidence in the Indian market.



Nutanix is a leading name in HCI, a technology that integrates compute, storage, and networking into a single, scalable platform. It simplifies IT infrastructure management and reduces costs for businesses. Nutanix leverages software-defined architecture, offering flexibility and agility compared to traditional hardware-centric solutions. This allows businesses to easily adapt their IT infrastructure to changing needs. Nutanix's HCI platform is designed to be easy to use and manage, even for businesses with limited IT resources. This reduces the complexity of managing IT infrastructure and lowers the total cost of ownership (TCO). Nutanix Technologies enables customers to modernize their data centers and adapt to changing business requirements.



opentext

OpenText Technologies specializes in providing enterprise information management (EIM) solutions that help organizations manage, secure, and leverage their data effectively. The company offers a comprehensive suite of software products and services, including content management, digital asset management, document management, information governance, and analytics solutions. It offers cloud and hybrid cloud solutions that enable organizations to modernize their IT infrastructure, enhance agility, and reduce costs. The company's cloud offerings include cloud-native applications, managed services, and cloud-based versions of its software products. OpenText Technologies instils confidence in customers and helps them mitigate risks effectively.



Palo Alto Networks specializes in providing next-generation cybersecurity solutions that protect organizations against advanced cyber threats. The company's portfolio includes firewalls, endpoint protection, cloud security, threat intelligence, and security analytics solutions. The company's Unit 42 threat intelligence team analyzes global cyber threats and publishes research reports, threat assessments, and security advisories to help organizations stay ahead of evolving threats. It offers cutting-edge security solutions, Palo Alto Networks enables customers to secure their digital assets and safeguard their critical infrastructure. The company help customers to build a culture of security and resilience.



Polycab India, a household name in the wires and cables industry, has established itself as a leader through its commitment to technological innovation and building customer confidence. Recognizing the rise of smart homes, Polycab offers innovative solutions like data cables and automation systems, catering to the evolving needs of modern living spaces. It offers a comprehensive range of wires, cables, and electrical accessories, catering to diverse residential, commercial, and industrial needs. This one-stop-shop approach simplifies the buying process for customers. PolyCab encourages a culture of innovation, collaboration, and continuous learning among its employees to drive ongoing improvement and innovation.



Pure Storage India specializes in providing flash storage solutions that leverage advanced technologies to deliver high performance, reliability, and efficiency. The company offers all-flash arrays, NVMe arrays, and cloud data services that enable customers to accelerate applications, consolidate workloads, and simplify IT infrastructure. The company helps customers improve storage efficiency, reduce operational overhead, and minimize downtime. The company's data reduction techniques enable customers to store more data in less space, lower their total cost of ownership, and achieve higher ROI on their storage investments. Pure Storage India strengthens its market presence and meets the diverse needs of customers.



Red Hat, a pioneer in the open-source software (OSS) realm, has become synonymous with innovation and reliability. Their success hinges on a two-pronged approach: fostering cutting-edge open-source technologies and building unwavering customer confidence. Red Hat's commitment to open-source principles, collaboration, and transparency has earned the trust and confidence of customers. Red Hat's dedication to both technological innovation and building customer confidence creates a powerful advantage. Overall, Red Hat's focus on technological innovation, open-source leadership, enterprise-grade solutions, hybrid cloud strategy, security, and customer-centric approach has enabled it to gain the trust and confidence of customers worldwide.



In the ever-evolving cybersecurity landscape, Rubrik India stands out as a leader. Their approach combines cutting-edge data security solutions with a deep commitment to building customer confidence. Rubrik's solutions are built on a cloud-native architecture. This ensures scalability, flexibility, and easier deployment compared to traditional on-premise data security solutions. Rubrik's platform goes beyond simple backup. It offers comprehensive data protection, including disaster recovery, archiving, and ransomware protection, all in a single, unified platform. By continuously innovating, Rubrik ensures their customers have access to the latest data security advancements. As organizations continue to face evolving data management challenges, Rubrik remains a reliable partner in helping them protect, manage, and leverage their data effectively.



Savex Technologies ranks among the third largest Information and Communication Technology distributors in India. Savex Technologies has carved a niche for itself in the Indian IT distribution landscape by prioritizing cutting-edge solutions and building strong relationships with its partners. It offers a diverse portfolio of technology products and solutions across various categories, including hardware, software, networking, security, and cloud services. Savex prides itself in its deep expertise and knowledge in cutting edge technology and rigorous process control, as well as a strong MSP partner network. Savex goes beyond simply distributing products. They offer pre-sales support, training programs, and technical expertise to their partners.



Schneider Electric, a global leader in energy management and automation solutions, thrives on a dual commitment by fostering continuous technological innovation and building unwavering customer confidence. Schneider Electric offers a comprehensive suite of digital solutions, including EcoStruxure, their IoT-enabled platform. The company's expertise in smart manufacturing, energy management, and digitalization helps customers unlock new opportunities for growth, innovation, and competitiveness. This allows businesses to optimize energy usage, improve operational efficiency, and gain valuable data insights for smarter decision-making. Schneider Electric remains a trusted partner in their journey towards a more resilient, efficient, and sustainable future.



Seagate Technology has maintained its position at the forefront of the industry through a two-pronged approach: continuous technological innovation in HDDs (Hard Disk Drives) and building unwavering customer confidence. The company continuously develops and refines advanced storage technologies such as hard disk drives (HDDs), solid-state drives (SSDs), and hybrid storage solutions to meet the evolving needs of customers for higher capacity, performance, reliability, and security. In today's data-driven world, security is paramount. Seagate offers features like self-encrypting drives and data recovery services to protect users' valuable information. This comprehensive approach builds trust and positions them as a data security-conscious company.



In the ever-evolving cybersecurity landscape, SentinelOne stands out as a pioneer. Their success stems from a powerful combination: cutting-edge security solutions powered by artificial intelligence (AI) and a deep commitment to building customer confidence. SentinelOne's Singularity platform leverages AI and machine learning to detect, analyze, and respond to cyber threats in real-time. Secondly, it's automated security platform streamlines incident response, freeing up IT security teams to focus on strategic initiatives. SentinelOne empowers businesses with comprehensive visibility into their IT infrastructure and security posture. This allows them to identify vulnerabilities, track threats, and make informed security decisions.



SonicWall Technology Systems has carved a niche in the cybersecurity market by offering a powerful combination: cutting-edge network security solutions and a relentless focus on building customer confidence. It offers advanced firewalls equipped with deep packet inspection, intrusion detection and prevention systems (IDS/IPS), and sandboxing capabilities. This multi-layered approach effectively shields networks from sophisticated cyber threats like malware, zero-day attacks, and ransomware. As organizations continue to face evolving cyber threats and regulatory compliance requirements, SonicWall remains a trusted partner in their journey towards enhancing cybersecurity resilience and protecting critical assets and data.



Sophos Technologies has established itself as a cybersecurity powerhouse by prioritizing both cutting-edge technology and building unwavering customer confidence. Sophos takes a holistic approach to security with their Synchronized Security strategy. This allows for real-time threat sharing and coordinated response, maximizing protection across the entire IT ecosystem. Sophos automates a significant portion of security tasks such as threat detection, investigation, and response. Overall, Sophos Technologies' focus on technological innovation, next-generation endpoint security, unified threat management, XDR platforms, cloud security, zero trust architecture, customer-centricity, and threat intelligence has enabled it to gain the confidence of customers worldwide.



Supertron Electronics, a well-established name in the Indian electronics industry, has carved a niche for itself through a two-pronged approach: fostering technological innovation in IT hardware and building strong relationships with its customers. Supertron Electronics offers a diverse range of electronic products, including computer hardware, peripherals, networking equipment, and consumer electronics. By providing a comprehensive portfolio of products, Supertron meets the varied needs of its customers across different industries and segments, enhancing its appeal and relevance in the market. Recently, Supertron has entered a new business segment called Enterprise Solutions, which provides networking, server and cloud computing solutions to major organizations.



Tech Data Advanced Solutions stands out in the ever-evolving IT landscape by focusing on two critical areas: fostering cutting-edge technological solutions and building unwavering customer confidence. It offers a wide range of cutting-edge technology solutions, including cloud computing, cybersecurity, data analytics, artificial intelligence, Internet of Things (IoT), and digital transformation services. As the world's leading end-to-end technology distributor, it puts singular focus on its customers' needs and goals with the objectivity of a true strategic partner. It leverages its expertise to design and implement customized solutions tailored to the specific needs and challenges of each customer.



TP-Link consistently pushes the boundaries of Wi-Fi technology, offering routers that support the latest standards like Wi-Fi 6 and Wi-Fi 6E. This translates to faster speeds, wider coverage, and improved network capacity for users. The company offers a wide range of products, including routers, switches, access points, range extenders, powerline adapters, and smart home devices, designed to deliver reliable and high-performance connectivity for homes and businesses. TP-Link's user-friendly design and exceptional customer support empower users to manage their networks with ease and confidence. TP-Link remains a trusted provider of connectivity solutions for homes, businesses, and beyond.



TVS Electronics, a prominent player in the Indian electronics sector, has carved a niche for itself by embracing a two-pronged approach: fostering cutting-edge technological solutions and building strong relationships with its customers. The company offers a diverse range of products, including printers, keyboards, point-of-sale (POS) systems, and digital signage solutions, incorporating the latest technology advancements to deliver superior performance and reliability. The company adheres to industry standards and certifications, ensuring that its products meet the highest quality and performance benchmarks. As the demand for reliable and high-performance electronic solutions continues to grow, TVS Electronics remains well-positioned to meet the evolving needs of its customers and maintain its leadership in the market.



Veeam Software has established itself as a frontrunner in the data backup and recovery market by prioritizing two critical areas: continuous technological innovation and fostering unwavering customer confidence. Veeam offers comprehensive data protection and management solutions designed to meet the evolving needs of modern businesses. Its portfolio includes backup and recovery, cloud data management, disaster recovery, and data visibility solutions. As organizations continue to prioritize data protection and management in an increasingly digital and data-driven world, Veeam remains a trusted partner in their journey towards ensuring the availability, integrity, and security of their critical data assets.



Vertiv Energy has positioned itself as a leader in technological innovation and has gained customer confidence by offering advanced energy management solutions designed to optimize energy usage, improve efficiency, and reduce operational costs for customers. The company leverages innovative technologies such as energy storage systems, power distribution units, and intelligent control systems to deliver reliable and sustainable energy solutions tailored to meet the specific needs of customers. Recognizing the rise of edge computing, Vertiv offers innovative solutions for building and managing efficient micro data centers closer to the source of data.



Web Werks India offers cutting-edge data center solutions designed to meet the evolving needs of businesses. The company leverages innovative technologies such as cloud computing, virtualization, containerization, and software-defined infrastructure to deliver reliable, scalable, and high-performance data center services. The JV among Web Werks and Iron Mountain partnership aimed to solidify Web Werks' leadership position in the Indian data center market and empower them to cater to the growing demand for secure and scalable digital infrastructure solutions across the country. Web Werks contributes its deep understanding of the unique needs and challenges faced by Indian businesses.



Zoho offers a comprehensive suite of business solutions, including customer relationship management (CRM), enterprise resource planning (ERP), project management, collaboration, marketing automation, and more. The company's integrated platform provides organizations with the tools they need to streamline operations, improve productivity, and drive business growth. By offering a wide range of solutions that cater to diverse business needs, Zoho ensures that customers can find everything they need in one place. Zoho places a strong emphasis on innovation and invests heavily in research and development to stay ahead of market trends and technological advancements. As businesses increasingly rely on digital solutions to drive efficiency and innovation, Zoho remains a trusted partner in their journey towards success.



Zscaler delivers cloud-native security solutions designed to provide comprehensive protection for modern digital environments. By leveraging a cloud-based architecture, Zscaler ensures that customers can securely connect to applications and services from any location and device without compromising on performance or security. Zscaler promotes the Zero Trust security model, which assumes that no entity, whether inside or outside the network perimeter, should be trusted by default. The company's global presence also enables it to provide localized support, compliance, and regulatory capabilities tailored to the needs of customers in different regions.

INDIA'S TECHNOLOGICAL RENAISSANCE: Paving the Path to 2024 and Beyond

Welcome to the 2024 edition of the Brand Book, a comprehensive overview of India's vibrant and dynamic technology industry. As we stand at the cusp of a new era, the Indian technology sector continues to make significant strides, firmly establishing itself as a global powerhouse of innovation and growth. This book encapsulates the achievements of 2023 and casts a forward-looking eye on the trends and transformations poised to shape 2024.

A Year of Remarkable Achievements

The year 2023 was a landmark period for India's technology landscape. From pioneering advancements in artificial intelligence to the rapid expansion of data centers, India's tech ecosystem has demonstrated resilience, creativity, and an unwavering commitment to excellence. Our IT hardware sector has seen unprecedented growth, driven by a surge in demand for digital infrastructure and smart devices. Meanwhile, cloud computing has revolutionized business operations, offering scalable solutions that have become indispensable in today's digital economy.



ARTIFICIAL INTELLIGENCE

India's AI industry witnessed significant growth in 2023, with applications spanning agriculture, education, and healthcare. Investment in AI startups and increased research initiatives have positioned India as a key player in AI innovation. In 2024, we anticipate further advancements in AI applications, driving efficiencies and creating new opportunities across various sectors.



BFSI

The BFSI sector continued its robust growth in 2023, with total assets of scheduled commercial banks reaching INR 183 trillion. Increased lending, higher deposit mobilization, and the proliferation of digital banking services drove this growth. In 2024, we expect further advancements in digital banking and fintech innovations, enhancing financial inclusion and customer experience.



CLOUD COMPUTING

India's cloud computing market is on an upward trajectory, driven by the country's digitalization efforts and a vibrant start-up ecosystem. According to Nasscom, the Indian cloud market is expected to grow at a CAGR of 30% to reach \$13 billion by 2025. Government initiatives like Digital India and Smart Cities Mission are fueling this growth, enabling SMEs and start-ups to scale rapidly and innovate with ease. In 2024, we anticipate further growth in sector-specific cloud solutions, particularly in healthcare, education, and finance.



CYBER SECURITY

The cybersecurity market in India is experiencing robust growth, driven by several factors, including increased digitalization, the adoption of scalable IT infrastructure, and the need to address various cybersecurity risks. The cybersecurity market in India is projected to achieve a revenue of approximately USD 4.70 billion.



DATA CENTRE

The Indian data center market has experienced significant growth, reaching an estimated value of over \$5 billion in 2023. With a capacity of around 950 MW, India's data centers are pivotal in supporting the country's digital infrastructure. By 2026, the market is projected to double its capacity to 1,800 MW, driven by the increasing adoption of cloud services and the growing need for data storage solutions.



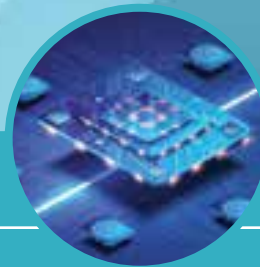
DATA PRIVACY

With the increasing volume of data generated and shared across organizations, protecting personal information and maintaining privacy has become a critical concern. Data Privacy concerns are rising due to increasing data breaches, and businesses are taking certain steps to protect their data. While cybersecurity has been prominent for the past two decades, the protection of PII and PHI is gaining significance. Synthetic frauds are on the rise, necessitating proactive measures to safeguard sensitive data.



IT HARDWARE

The Indian IT hardware market is evolving rapidly, fueled by rising digital adoption, supportive government policies, and increasing investments in manufacturing capabilities. Expected to grow at a CAGR of 8.6% to reach \$10.3 billion by 2025, this sector is bolstered by the Make in India initiative, which aims to boost local manufacturing and reduce dependency on imports. With incentives like the Production Linked Incentive (PLI) scheme, both global and domestic manufacturers are expanding their production facilities in India.



SEMICONDUCTORS

India's semiconductor market is poised for exponential growth, projected to reach \$52.58 billion by 2025. This growth is driven by demand from the automotive industry, consumer electronics, and the rapid proliferation of IoT devices. India's import of \$14 billion worth of semiconductors in 2020 underscores the need for developing domestic manufacturing capabilities to enhance supply chain resilience. By 2030, India is expected to account for 10% of global semiconductor consumption.



SMARTPHONES

India's smartphone market showed resilience in 2023, with shipments totaling 146 million units. De-spite a slow start, the market recovered in the latter half of the year, driven by new model launches and higher-than-expected shipments. The average selling price hit a record \$255, reflecting a growing demand for premium-segment smartphones and 5G devices. In 2024, we anticipate continued growth in the premium and 5G smartphone segments.



SOFTWARE

The software industry reached new heights in 2023 with a market size of \$227 billion, driven by accelerated digital transformation and an increased reliance on technology solutions. Export revenue of \$194 billion underscored India's role as a global IT hub. Despite challenges like geopolitical tensions and talent shortages, the industry remains resilient. In 2024, the focus will be on strengthening cybersecurity measures and continuing digital adoption across sectors.



TELECOM SERVICES

The Indian telecom sector saw substantial growth in 2023, with the number of subscribers increasing to 1.19 billion by March 2024. This growth was driven by rural expansion and the increasing affordability of smartphones and data plans. Revenue for the industry grew to INR 2.85 trillion, driven by higher data consumption and an increase in average revenue per user. In 2024, the focus will be on further expanding 5G services and enhancing connectivity across the country.



As we turn our gaze to 2024, the Indian technology sector is poised for even greater achievements. The convergence of emerging technologies, supported by robust government policies and a vibrant startup ecosystem, sets the stage for a year of unprecedented growth and innovation. The stories within this Brand Book provide a glimpse into the remarkable journeys and pioneering efforts that define India's tech landscape. We invite you to explore these narratives and join us in celebrating the relentless spirit of innovation that drives India forward. Together, we are shaping a future where technology transcends boundaries, empowers communities, and creates endless possibilities.

RIDING THE WAVE OF INNOVATION AND GROWTH



The artificial intelligence (AI) industry in India has rapidly emerged as a key player on the global stage, driven by a robust ecosystem of startups, supportive government policies, and a growing pool of skilled professionals. In 2023, AI continued to transform various sectors, from healthcare and finance to agriculture and education, underscoring its potential to drive economic growth and societal progress.

Globally, AI has become a critical technology, with countries vying for leadership through significant investments in research and development (R&D), and policy frameworks aimed at fostering innovation. Major AI pioneers such as OpenAI, Anthropic, and Gemini have revolutionized the AI landscape with groundbreaking advancements in natural language processing, machine learning models, and ethical AI development. OpenAI's GPT-4 set new standards for language models, offering unprecedented capabilities in understanding and generating human-like text. Anthropic, with its focus on AI safety, developed innovative frameworks to ensure responsible AI usage, while Gemini pushed the boundaries of AI applications in personalized experiences and predictive analytics.

India, with its vast talent pool and vibrant tech ecosystem, is well-positioned to be a major contender in the global AI race. The Indian AI industry has seen substantial advancements in AI applications, research, and commercialization, making 2023 a pivotal year.

Global AI Trends Shaping the Industry

2023 witnessed several global trends that significantly impacted the AI landscape. These trends include advancements in AI research, increased adoption of AI across industries, ethical AI development, and international collaborations.

Advancements in AI Research: The global AI community saw breakthroughs in natural language processing (NLP), computer vision, and reinforcement learning. Innovations such as GPT-4, advanced image recognition systems, and autonomous decision-making models pushed the boundaries of what AI can achieve.

Industry Adoption: AI adoption accelerated across various sectors. In healthcare, AI-powered diagnostic tools and personalized

medicine saw widespread use. Financial institutions leveraged AI for fraud detection, customer service automation, and risk management. Manufacturing industries implemented AI-driven predictive maintenance and quality control systems.

Ethical AI Development: As AI's influence grew, so did concerns about its ethical implications. Issues such as data privacy, algorithmic bias, and the impact of AI on jobs became focal points. Global entities, including the European Union and the United Nations, worked on frameworks and guidelines to ensure responsible AI development and deployment.

International Collaborations: Cross-border collaborations in AI research and development gained momentum. Joint projects, academic exchanges, and multinational AI consortiums helped in sharing knowledge, resources, and best practices, accelerating the overall progress in AI.

The Indian AI Landscape: Growth and Innovation

India's AI industry witnessed significant growth in 2023, driven by an increase in AI applications, research initiatives, and investment in AI startups.

AI applications in India covered a wide array of sectors. In agriculture, AI-powered solutions helped in crop monitoring, yield prediction, and pest control. In education, AI-based personalized learning platforms and adaptive testing tools became popular. The healthcare sector benefited from AI-driven diagnostic tools, telemedicine platforms, and patient management systems.

Indian institutions and companies intensified their focus on AI research. Institutes like the Indian Institutes of Technology (IITs) and Indian Institute of Science (IISc) collaborated with global tech giants on cutting-edge AI research projects. Publications from Indian researchers in top-tier AI conferences and journals increased, reflecting the country's growing contribution to the field.

The AI sector in India attracted significant investments from both domestic and international investors. Venture capital (VC) firms, corporate investors, and government grants provided substantial funding to AI startups, fostering innovation and scaling of AI solutions.

India's AI Vanguard: A Look at Prominent Startups Shaping the Future

India's tech landscape is witnessing a surge in artificial intelligence (AI) innovation. From pioneering healthcare solutions to revolutionizing logistics, these startups are making a significant impact across various industries. Let's explore some of the prominent AI startups shaping the future in India:

Krutrim (Ola): Krutrim, launched by ride-hailing giant Ola, stands out for its ambition. It aims to be a comprehensive AI ecosystem, offering an AI computing stack, developer tools, and a user-friendly AI assistant app. This multi-pronged approach has the potential to empower businesses, researchers, and individuals to leverage AI effectively.

Niramai: This healthcare startup focuses on AI-powered early detection of breast cancer. Niramai's solution utilizes a non-invasive, radiation-free thermal imaging technique coupled with AI algorithms to analyze images and detect potential abnormalities. This affordable and accessible solution holds immense promise for improving breast cancer screening, particularly in rural areas.

Locus: This logistics startup leverages AI and machine learning to optimize supply chain operations. Locus's platform analyzes real-time data on traffic, weather, and other factors to suggest the most efficient routes for delivery vehicles. This not only reduces delivery times and costs but also minimizes environmental impact.

Haptik: A leading conversational AI platform, Haptik provides chatbots and virtual assistants for customer service applications. Their AI-powered solutions help businesses automate customer interactions, improve response times, and personalize customer experiences. Haptik's technology caters to a wide range of industries, from banking and telecom to retail and travel.

Yellow.ai: This AI-powered marketing platform assists businesses in reaching their target audience with greater precision. Yellow.ai utilizes natural language processing (NLP) to understand customer intent and personalize marketing campaigns across various channels. Additionally, their chatbot solutions enable businesses to automate customer interactions and provide 24/7 support.

Wysa: This mental health and wellness startup offers an AI-powered chatbot companion named Wysa. This chatbot uses cognitive behavioral therapy (CBT) techniques to provide emotional support, manage stress, and improve mental well-being. Wysa caters to a growing need for accessible and affordable mental health resources.

AgNext Technologies: This startup leverages AI and big data analytics to revolutionize the agriculture sector. AgNext offers solutions for crop health monitoring, weather prediction, and precision agriculture. Their AI algorithms analyze satellite imagery and sensor data to provide farmers with valuable insights for improving crop yields and optimizing resource use.

Fasal: Fasal focuses on predictive farming by using AI to provide accurate weather forecasts, soil health data, and crop-specific advice. This enables farmers to optimize their use of water, fertilizers, and pesticides, ultimately enhancing productivity and sustainability.

Qure.ai: Qure.ai develops AI-powered radiology tools that assist in diagnosing diseases from medical images. Their algorithms can detect abnormalities in X-rays, CT scans, and MRIs with high accuracy, providing radiologists with critical insights and reducing diagnostic time. Qure.ai's solutions are used in hospitals and diagnostic centers worldwide.

Signzy: Signzy offers AI-driven digital onboarding and KYC solutions that enhance security and compliance for financial institutions. Their platform uses AI to verify documents and detect fraud, making the onboarding process faster and more reliable. Signzy's solutions are widely adopted by banks and fintech companies across the globe.

Embibe: Embibe focuses on AI-driven educational content and adaptive testing. Their platform uses AI to analyze student performance and provide targeted feedback, helping students improve their understanding of concepts and perform better in exams. Embibe's solutions are used by educational institutions and individual learners.

Vue.ai: Vue.ai provides AI-driven visual search and personalization solutions for e-commerce platforms. Their technology enables customers to find products based on images, receive personalized recommendations, and enjoy a more engaging shopping experience. Vue.ai's solutions are used by leading retailers worldwide.

Mad Street Den: Mad Street Den offers AI solutions for visual merchandising, inventory management, and customer engagement. Their AI-powered platform helps retailers optimize their product displays, manage stock levels efficiently, and engage customers with personalized content. Mad Street Den's technology is transforming the retail landscape.

Government Policies and Initiatives

The Indian government has been proactive in promoting the AI industry through various policies and initiatives aimed at fostering innovation, ensuring ethical use of AI, and enhancing AI literacy.

The government's National Strategy for AI, also known as #AIforAll, aims to leverage AI for inclusive growth. The strategy focuses on research and innovation, skilling and reskilling the workforce, and encouraging AI adoption across sectors.

The establishment of AI research institutes, such as the Indian AI Research Institute (IAIRI), has been instrumental in advancing AI research and development. These institutes collaborate with academia, industry, and international partners to drive AI innovation.

Recognizing the need for a skilled workforce, the government launched various AI-focused skill development programs. Initiatives like the National AI Portal and AI-specific courses under the Skill India mission aim to train professionals and students in AI technologies.

The government is working on ethical frameworks and guidelines to address issues related to data privacy, algorithmic bias, and transparency. These frameworks aim to ensure that AI technologies are developed and deployed responsibly.

Challenges and Opportunities

The future of the Indian AI industry looks promising, with immense potential for growth and innovation. However, the sector also faces several challenges that need to be addressed.

AI has the potential to transform sectors such as logistics, energy, and public safety. Startups and established companies can explore AI applications in these areas to drive efficiency and innovation.

Strengthening international collaborations can enhance India's AI capabilities. Collaborative research projects, joint ventures, and academic exchanges can help in sharing knowledge and accelerating AI advancements.

Leveraging AI for social impact presents a significant opportunity. AI solutions can address challenges in areas such as healthcare, education, agriculture, and urban planning, contributing to sustainable development.

Ensuring data privacy and security remains a critical challenge. Developing robust data protection regulations and implementing strong cybersecurity measures are essential to build trust in AI systems.

Despite significant progress, the AI sector faces a talent shortage. Continued focus on AI education, training programs, and industry-academia collaborations is needed to develop a skilled workforce.

Building and maintaining the necessary infrastructure for AI research and deployment, including high-performance computing resources and data storage facilities, is a challenge that needs to be addressed.

Navigating the complex regulatory landscape can be challenging for AI startups. Streamlining regulations and providing clear guidelines can facilitate innovation while ensuring compliance.

Outlook For 2024

India's AI industry is poised for remarkable growth and innovation in 2024, driven by technological advancements, increasing adoption across sectors, and supportive government policies. Here's an in-depth look at the outlook for this transformative sector:

Growing Adoption Across Industries

Artificial Intelligence (AI) is being increasingly adopted across various industries in India, including healthcare, finance, retail, manufacturing, and agriculture. Businesses are leveraging AI to enhance efficiency, improve decision-making, and offer personalized experiences. In 2024, this trend is expected to intensify, with more sectors exploring AI solutions to drive innovation and competitiveness.

Government Initiatives and Policy Support

The Indian government's push towards AI development is a significant driver for the industry. Initiatives like the National AI Strategy and the establishment of AI research centers aim to foster innovation and research in AI technologies. The government's focus on creating a robust digital infrastructure and providing funding support for AI startups and research projects is expected to propel the industry forward.

Investments and Funding

Investment in AI startups and companies is expected to surge in 2024. Both domestic and international investors are recognizing the potential of India's AI industry, leading to increased funding for AI-driven solutions and innovations. This influx of capital will support the development of new AI applications, enhance existing technologies, and drive market expansion.

Technological Advancements

Technological advancements in AI, including machine learning, natural language processing, computer vision, and robotics, are accelerating the development of innovative solutions. In 2024, these advancements are expected to result in more sophisticated and efficient AI applications, enabling businesses to automate complex tasks, gain deeper insights from data, and improve overall operational efficiency.



Focus on Ethical AI and Data Privacy

As AI adoption grows, there is an increasing focus on ethical AI and data privacy. The development of frameworks and guidelines to ensure the ethical use of AI technologies and protect user data is a priority. In 2024, efforts to address biases in AI algorithms, ensure transparency, and comply with data protection regulations will be critical to gaining public trust and driving widespread adoption.

Education and Skill Development

The demand for AI talent is expected to rise significantly in 2024. Educational institutions and industry players are collaborating to develop specialized AI courses, training programs, and certifications to equip professionals with the necessary skills. Upskilling the workforce in AI technologies will be crucial to meeting industry demands and fostering innovation.

Integration with Emerging Technologies

The integration of AI with other emerging technologies such as the Internet of Things (IoT), blockchain, and 5G is expected to create new opportunities and applications. AI-powered IoT solutions, for instance, can enable smart cities, enhance industrial automation, and improve healthcare outcomes. The convergence of these technologies will drive innovation and create new business models.

Applications in Public Services

AI is playing a growing role in enhancing public services and governance in India. Applications such as predictive analytics for disaster management, AI-driven public health initiatives, and smart traffic management systems are improving efficiency and service delivery. In 2024, the adoption of AI in public services is expected to expand, leading to more effective and citizen-centric governance.

Conclusion

The Indian AI industry in 2023 showcased remarkable growth and innovation, positioning itself as a key player in the global AI landscape. The sector's advancements were driven by a vibrant startup ecosystem, supportive government policies, and increasing investments in AI research and development. As the industry continues to evolve, addressing challenges related to data privacy, talent development, and infrastructure will be crucial.

Looking ahead to 2024, the Indian AI industry is poised for further expansion, with opportunities to explore new sectors, enhance global collaborations, and leverage AI for social good. With continued support from the government, industry, and academia, India can solidify its position as a global leader in AI, driving economic growth and societal progress.

STORY OF RESILIENCE AND INNOVATION



The Banking, Financial Services, and Insurance (BFSI) sector in India stands as a cornerstone of the nation's economic infrastructure, playing a critical role in supporting economic growth, stability, and financial inclusion. Over the years, this sector has undergone significant transformations, driven by regulatory changes, technological advancements, and evolving consumer preferences. The year 2023 was particularly noteworthy, marked by robust growth, digital innovation, and increased regulatory scrutiny.

In 2023, the BFSI sector demonstrated remarkable resilience amidst global economic uncertainties and domestic challenges. The sector continued to expand its reach, enhance service quality, and innovate through digital transformation initiatives. Major financial institutions, including banks, non-banking financial companies (NBFCs), and insurance providers, focused on leveraging technology to improve customer experience, streamline operations, and mitigate risks.

The government and regulatory bodies, including the Reserve Bank of India (RBI), the Securities and Exchange Board of India (SEBI), and the Insurance Regulatory and Development Authority of India (IRDAI), played pivotal roles in shaping the sector's trajectory through policy reforms aimed at strengthening financial stability, promoting transparency, and encouraging financial inclusion.

The Market

The Indian BFSI sector saw substantial growth in 2023, building on the momentum from 2022. According to data from the RBI, the total assets of scheduled commercial banks grew from INR 173 trillion in December 2022 to INR 183 trillion by March 2024. This growth was driven by increased lending, higher deposit mobilization, and the proliferation of digital banking services.

Banking Sector

The banking sector experienced robust growth in both retail and corporate lending. Total credit extended by banks increased from INR 118 trillion in December 2022 to INR 125 trillion by March 2024. The growth in retail lending was primarily driven by increased demand for home loans, personal loans, and vehicle loans, supported by low-interest rates and favorable economic conditions. Corporate lending also saw a resurgence, with banks focusing on sectors such as infrastructure, manufacturing, and services.

Bank deposits grew from INR 140 trillion in December 2022 to INR

148 trillion by March 2024, reflecting strong deposit mobilization efforts and increased consumer confidence in the banking system. The introduction of innovative deposit schemes, attractive interest rates, and enhanced customer service contributed to this growth.

Digital banking continued to gain traction, with a significant increase in the adoption of online and mobile banking services. The number of digital transactions surged, driven by the widespread use of Unified Payments Interface (UPI), internet banking, and mobile banking apps. Banks invested heavily in digital infrastructure, cybersecurity, and fintech collaborations to enhance the customer experience and improve operational efficiency.

Non-Banking Financial Companies (NBFCs)

NBFCs played a crucial role in bridging the credit gap for underserved segments, including micro, small, and medium enterprises (MSMEs), and rural and semi-urban populations. The total assets of NBFCs grew from INR 40 trillion in December 2022 to INR 45 trillion by March 2024.

NBFCs, particularly those focused on microfinance and MSME lending, saw significant growth. The microfinance sector expanded its loan portfolio by 18%, reaching INR 2.5 trillion by March 2024. MSME lending by NBFCs grew by 20%, driven by increased demand for working capital and business expansion loans.

Housing finance companies (HFCs) also experienced robust growth, with the total housing loan portfolio increasing by 15% to INR 12 trillion by March 2024. The government's focus on affordable housing and the introduction of subsidized housing schemes played a pivotal role in this growth.

Insurance Sector

The insurance sector saw considerable expansion, driven by rising awareness about the importance of insurance, increased penetration in rural areas, and innovative product offerings. The total premiums collected by the insurance industry grew from INR 6 trillion in December 2022 to INR 7 trillion by March 2024.

The life insurance segment experienced a 12% growth in premiums, with total premiums reaching INR 4.5 trillion by March 2024. The introduction of flexible, customer-centric products, along with digital distribution channels, contributed to this growth. The sector also saw a significant increase in the adoption of term insurance and unit-linked insurance plans (ULIPs).



The general insurance segment grew by 14%, with total premiums reaching INR 2.5 trillion by March 2024. Health insurance continued to be the fastest-growing segment within general insurance, driven by increased health awareness and the impact of the COVID-19 pandemic. The sector also saw growth in motor insurance, driven by higher vehicle sales and regulatory mandates.

Major Developments

2023 was a year of significant developments for major financial institutions in India. Each segment of the BFSI sector—banks, NBFCs, and insurance companies—undertook strategic initiatives to strengthen their market positions and enhance service offerings.

SBI

State Bank of India (SBI), the largest public sector bank, continued to dominate the market with its extensive branch network, strong digital presence, and diverse product offerings.

SBI's loan book grew by 12% in 2023, driven by robust growth in retail loans, particularly home and personal loans, and increased demand for corporate credit. The bank's total advances reached INR 30 trillion by March 2024.

SBI invested significantly in digital initiatives, including the enhancement of its YONO platform, which saw a 20% increase in user base, reaching 60 million users by March 2024. The bank also launched several AI-driven customer service initiatives and chatbots to improve customer experience.

HDFC Bank

HDFC Bank, the largest private sector bank, maintained its leadership position through innovative products, superior customer service, and a strong focus on digital banking.

HDFC Bank's loan book grew by 15%, with significant contributions from retail loans and SME lending. The bank's deposits increased by 13%, supported by competitive interest rates and innovative deposit schemes.

HDFC Bank continued to enhance its digital offerings, including mobile banking, internet banking, and payment solutions. The bank's digital transactions accounted for 85% of total transactions by March 2024. HDFC Bank also focused on fintech collaborations and investments in digital infrastructure to enhance its service offerings.

Bajaj Finance

Bajaj Finance, a leading NBFC, continued to expand its presence across various lending segments, including consumer finance, SME lending, and commercial lending.

Bajaj Finance's consumer finance portfolio grew by 18%, driven by strong demand for personal loans, consumer durable loans, and two-wheeler loans. The company's total assets under management (AUM) reached INR 2 trillion by March 2024.

Bajaj Finance invested heavily in digital transformation, including the enhancement of its mobile app and online lending platforms. The company introduced several AI-driven credit assessment tools to improve lending efficiency and customer experience.

LIC

Life Insurance Corporation of India (LIC), the largest life insurer, continued to dominate the life insurance market with a strong focus on expanding its product portfolio and enhancing customer service.

LIC's total premiums grew by 10%, reaching INR 2.7 trillion by March 2024. The company saw significant growth in its term insurance and pension plans, driven by increased awareness and demand for financial security.

LIC focused on enhancing its digital presence through its e-services platform, which saw a 25% increase in user base. The company also introduced several digital tools for policy management and claim settlement to improve customer experience.

ICICI Lombard

ICICI Lombard, a leading general insurer, focused on expanding its health and motor insurance segments while enhancing its digital capabilities.

ICICI Lombard's total premiums grew by 15%, reaching INR 250 billion by March 2024. The health insurance segment was the key driver of growth, followed by motor insurance.

ICICI Lombard invested in digital platforms for policy purchase, renewal, and claim settlement. The company also launched AI-driven tools for risk assessment and fraud detection to enhance operational efficiency and customer service.

Major Announcements and Strategic Initiatives

2023 witnessed several major announcements and strategic initiatives in the Indian BFSI sector, including mergers, acquisitions, partnerships, and policy reforms.

Axis Bank and Citi's Consumer Business: One of the most notable mergers was Axis Bank's acquisition of Citi's consumer banking business in India. This strategic move expanded Axis Bank's customer base and product portfolio, particularly in the wealth management and credit card segments.

Fintech Collaborations: Banks and NBFCs increasingly partnered with fintech companies to enhance their digital offerings and improve customer experience. HDFC Bank's collaboration with leading fintech startups to develop innovative payment solutions and lending products was a key highlight.

RBI's Digital Currency Initiative: The RBI's initiative to explore and pilot a Central Bank Digital Currency (CBDC) marked a significant step towards digital innovation in the financial sector. The pilot project aimed to assess the feasibility and impact of CBDCs on monetary policy and financial stability.

IRDAI's Sandbox Regulations: The IRDAI introduced new sandbox regulations to encourage innovation in the insurance sector. These regulations allowed insurance companies to test new products and services in a controlled environment, promoting experimentation and innovation.

Outlook for 2024

The outlook for the Indian BFSI sector in 2024 remains positive, driven by continued economic growth, technological advancements, and favorable regulatory developments. Key trends expected to shape the sector include:

Digital Transformation: The BFSI sector will continue to focus on digital transformation, with increased investments in AI, blockchain, and cybersecurity. Digital banking, online lending, and insurtech are expected to see significant growth.

Financial Inclusion: Efforts to enhance financial inclusion will remain a priority, with a focus on expanding financial services to rural and underserved areas. Government initiatives and partnerships with fintech companies will play a crucial role in achieving this goal.

Sustainable Finance: The growing emphasis on environmental, social, and governance (ESG) factors will drive the adoption of sustainable finance practices. Banks and financial institutions will increasingly integrate ESG criteria into their lending and investment decisions.

Regulatory Developments: Regulatory bodies will continue to play a key role in shaping the sector through policy reforms and guidelines aimed at promoting financial stability, transparency, and consumer protection.

The Indian BFSI sector in 2023 demonstrated resilience and innovation, adapting to economic challenges and leveraging digital advancements to drive growth. With a positive outlook for 2024, the sector is poised to continue its trajectory of expansion and transformation, contributing significantly to India's economic development and financial inclusion goals.

THE RISE OF CLOUD COMPUTING AND SERVICES IN INDIA



Cloud computing has become a pivotal technology in the digital transformation journey of businesses worldwide. Innovations by companies such as OpenAI, Anthropic, and Gemini have significantly influenced the global AI and cloud landscape. In India, the cloud computing industry has witnessed substantial growth, driven by increasing digital adoption, a surge in start-ups, and a growing emphasis on data-driven decision-making.

Global Trends in Cloud Computing

Globally, the cloud computing market has been experiencing robust growth. According to Gartner, worldwide end-user spending on public cloud services is forecasted to grow by 20.4% in 2023, reaching a total of \$591.8 billion, up from \$490.3 billion in 2022. The COVID-19 pandemic has accelerated the adoption of cloud technologies as organizations seek agility, scalability, and cost efficiency.

Key trends shaping the global cloud computing landscape include multi-cloud and hybrid cloud adoption, edge computing, AI and ML integration, and serverless computing. Enterprises are increasingly adopting multi-cloud strategies to avoid vendor lock-in and leverage the best features of different cloud providers. Hybrid cloud, which combines on-premises infrastructure with public cloud services, is also gaining traction for its flexibility and control.

With the rise of Internet of Things (IoT) devices, edge computing is becoming essential. It involves processing data closer to the source of generation to reduce latency and bandwidth usage. This trend is particularly relevant in sectors like manufacturing, healthcare, and retail. Cloud providers are integrating AI and ML capabilities into their platforms, enabling businesses to leverage advanced analytics and automation. These technologies are being used for predictive maintenance, customer insights, and operational efficiencies. Serverless architectures are becoming popular due to their cost-effectiveness and ability to scale automatically. This model allows developers to focus on code without managing the underlying infrastructure.

Domestic Trends in Cloud Computing in India

India's cloud computing market is on an upward trajectory, driven by the country's digitalization efforts and a vibrant start-up ecosystem. According to a report by Nasscom, the Indian cloud market is expected to grow at a CAGR of 30% to reach \$13 billion by 2025.

Key domestic trends include government initiatives, SME and start-up adoption, data localization laws, and sector-specific cloud solutions. The

Indian government has launched several initiatives like Digital India and Smart Cities Mission, which are fueling the adoption of cloud services. These initiatives aim to improve governance, provide citizen-centric services, and boost economic development through technology. Small and Medium Enterprises (SMEs) and start-ups are leveraging cloud computing to scale rapidly, reduce IT costs, and innovate.

The ease of access to cloud infrastructure is enabling these businesses to compete with larger enterprises. India's emphasis on data sovereignty has led to the implementation of data localization laws, requiring data to be stored within the country. This has prompted global cloud providers to establish data centers in India, enhancing data security and compliance. There is a growing demand for industry-specific cloud solutions tailored to sectors such as healthcare, education, and finance. These solutions address unique regulatory, operational, and security requirements.

Major Developments in 2023

The year 2023 has been eventful for the Indian cloud computing industry, with several major deals, investments, and strategic initiatives. Google Cloud announced the opening of a new cloud region in Delhi NCR, its second in India. This expansion aims to cater to the growing demand for cloud services in North India and provide enhanced performance and redundancy. Amazon Web Services (AWS) launched a new AWS Asia Pacific (Hyderabad) Region, marking its second infrastructure region in India. AWS's continued investment in India underscores the strategic importance of the Indian market in its global operations. Microsoft Azure expanded its partnership with Jio Platforms to accelerate the adoption of cloud services across industries.

This collaboration focuses on developing innovative solutions in areas such as artificial intelligence, edge computing, and IoT. Oracle strengthened its presence in India by opening a second cloud region in Hyderabad. Oracle Cloud Infrastructure's robust offerings are attracting enterprises looking for high performance, security, and cost savings. Both telecom giants, Reliance Jio and Bharti Airtel, have been aggressively expanding their cloud services. Jio's partnership with Google Cloud and Airtel's collaboration with AWS highlight their commitment to building robust cloud infrastructure and services.

Prominent Players in the Market

Several prominent players dominate the Indian cloud computing market, each offering a range of services and solutions.

Amazon Web Services (AWS): AWS remains a leader in the Indian



market, offering a comprehensive suite of cloud services, including computing power, storage, and databases. Its focus on innovation and extensive partner ecosystem make it a preferred choice for businesses. AWS's strengths include its broad range of services, global reach, and robust security measures. AWS has been pivotal in supporting the digital transformation of Indian enterprises, from start-ups to large corporations. AWS's Elastic Compute Cloud (EC2), Simple Storage Service (S3), and its various machine learning and AI tools have been instrumental for businesses across sectors.

Microsoft Azure: Microsoft Azure's strong enterprise focus and integration with Microsoft's software products make it a popular choice among Indian enterprises. Azure's hybrid cloud capabilities and AI-driven solutions are particularly appealing. The platform offers a range of services, from virtual machines to AI and analytics. Azure's global presence, compliance offerings, and robust security framework are significant advantages for businesses looking to leverage cloud technologies. Azure's services are extensively used in sectors such as finance, healthcare, and manufacturing, providing tailored solutions that meet industry-specific requirements.

Google Cloud: Google Cloud's data analytics, AI, and machine learning capabilities are its key differentiators. Its commitment to expanding its infrastructure in India is driving adoption across various sectors. Google Cloud's BigQuery, TensorFlow, and Anthos are popular among businesses for their powerful analytics and data processing capabilities. The opening of new cloud regions in India reflects Google Cloud's strategic investment in the market, enhancing its ability to serve local customers with low-latency and high-performance services.

IBM Cloud: IBM Cloud leverages its expertise in AI and blockchain to offer robust cloud solutions. Its focus on hybrid cloud and industry-specific solutions is resonating with Indian businesses. IBM's Watson AI services and blockchain platforms are particularly notable, providing businesses with tools to innovate and transform their operations. IBM Cloud's strong emphasis on security, compliance, and enterprise-grade solutions makes it a preferred choice for large enterprises in sectors such as banking, healthcare, and logistics.

Oracle Cloud: Oracle's strong presence in the enterprise software market extends to its cloud offerings. Oracle Cloud Infrastructure is known for its performance, security, and cost-effectiveness. Oracle's Autonomous Database and advanced analytics services are widely used by businesses seeking robust data management solutions. The expansion of Oracle's cloud regions in India underscores its commitment to providing scalable and secure cloud services to Indian enterprises.

Tata Communications: Tata Communications provides cloud and cybersecurity services tailored to Indian businesses. Its deep understanding of the local market and strong network infrastructure are significant advantages. Tata Communications' cloud services are designed to meet the needs of Indian SMEs and large enterprises, offering flexibility, scalability, and robust security features.

Wipro and Infosys: IT services giants like Wipro and Infosys offer cloud consulting, migration, and management services. Their extensive experience in handling large-scale IT projects makes them reliable partners for cloud transformation. Both companies have developed strong cloud practices, leveraging partnerships with major cloud providers to deliver end-to-end cloud solutions.

HCL Technologies and NTT Ltd.: Other notable players include HCL Technologies, which offers a range of cloud services, and NTT Ltd., which focuses on hybrid cloud and edge computing solutions. These companies provide comprehensive cloud services, from strategy and consulting to implementation and management, helping businesses navigate their cloud journey effectively.

Outlook For 2024

India's cloud computing and services industry is set for significant expansion in 2024, driven by increased digital transformation, widespread adoption of cloud technologies, and supportive government policies. Here's a detailed look at the outlook for this dynamic sector:

Rapid Digital Transformation

Digital transformation initiatives across various industries are accelerating the adoption of cloud computing. Businesses are increasingly leveraging

cloud services to enhance efficiency, scalability, and innovation. This trend is expected to continue in 2024, with more enterprises migrating their operations to the cloud to stay competitive in a digital-first world.

Government Initiatives and Policy Support

The Indian government's push towards a digital economy is a major driver for the cloud computing industry. Policies aimed at promoting digital infrastructure, data localization, and cybersecurity are creating a conducive environment for cloud services growth. Initiatives like Digital India and the Smart Cities Mission are also spurring the demand for cloud solutions to support urban development and public services.

Growing Demand for Cloud Services

The demand for various cloud services, including Infrastructure as a Service (IaaS), Platform as a Service (PaaS), and Software as a Service (SaaS), is expected to rise significantly in 2024. Businesses of all sizes are adopting cloud solutions to improve operational efficiency, reduce costs, and enable remote work. The education, healthcare, and e-commerce sectors, in particular, are driving this demand.

Expansion of Data Center Infrastructure

The growth of cloud computing is closely tied to the expansion of data center infrastructure in India. Major cloud service providers like AWS, Microsoft Azure, and Google Cloud are investing heavily in building new data centers and expanding existing ones. These investments are aimed at enhancing data storage, processing capabilities, and providing low-latency services to customers across the country.

Advancements in Cloud Technologies

Technological advancements in areas such as artificial intelligence (AI), machine learning, big data analytics, and the Internet of Things (IoT) are driving the evolution of cloud services. In 2024, these technologies are expected to be integrated more deeply into cloud platforms, offering advanced capabilities for predictive analytics, automation, and intelligent decision-making.

Focus on Security and Compliance

As cloud adoption increases, so does the focus on security and compliance. Cloud service providers are enhancing their security frameworks to protect against cyber threats and ensure data privacy. Compliance with regulations such as the General Data Protection Regulation (GDPR) and India's upcoming Personal Data Protection Bill is also a priority, driving the implementation of robust security measures.

Hybrid and Multi-Cloud Strategies

Organizations are increasingly adopting hybrid and multi-cloud strategies to leverage the best of different cloud environments. This approach allows businesses to optimize performance, enhance flexibility, and ensure redundancy. In 2024, the trend towards hybrid and multi-cloud deployments is expected to grow, supported by advancements in cloud orchestration and management tools.

Talent Development and Skill Enhancement

The growth of the cloud computing industry necessitates a skilled workforce. There is a strong focus on developing talent through training programs, certifications, and partnerships between industry and academia. In 2024, efforts to upskill IT professionals in cloud technologies, cybersecurity, and data management will be critical to meeting industry demands.



AI-DRIVEN ATTACKS ARE A CONCERNING TREND IN THE CYBER SECURITY LANDSCAPE



Cybersecurity is a complex and ever-evolving field. There is no silver bullet that will completely protect us from cyberattacks. Cybersecurity has become a critical concern for businesses, governments, and individuals alike. As India embraces rapid digitization, its citizens, businesses, and government sectors reap substantial benefits. However, this digital revolution brings forth significant cybersecurity challenges at the same time.

The rise of cloud computing, AI, ML, Gen AI and increasing usage of mobile and mobility devices has further expanded the attack surface, making it more challenging to secure digital assets and data. Businesses today are at risk from cybersecurity threats that are increasing in both variety and sophistication, such as social engineering attacks, ransomware, various forms of malware, and Distributed Denial of Service (DDoS) attacks. An alarming development in the cyber threat landscape is the rise of AI-driven attacks.

Cyberattacks are on the rise across sectors and the attacks have become more sophisticated. Recently, healthcare organizations have increasingly being targeted. AI is still a relatively new technology in cybersecurity, but it has the potential to revolutionize the field. By automating tasks and improving threat detection and response, AI can help organizations to protect themselves from increasingly sophisticated attacks.

The cybersecurity market in India is projected to reach significant revenue milestones in the coming years. By 2024, the market is expected to achieve a revenue of approximately USD 4.70 billion and is anticipated to grow at a compound annual growth rate (CAGR) of 18.33%, reaching about USD 10.90 billion by 2029. This robust growth is driven by the increasing demand for digitalization, the adoption of scalable IT infrastructure, and the need to address various cybersecurity risks

By 2024, the market in India is expected to achieve a revenue of approximately USD 4.70 billion and is expected to reach to USD 10.90 billion by 2029.

We can't deny the fact that, AI-driven attacks different from traditional cyber attacks. AI-driven attacks use artificial intelligence (AI) and machine learning algorithms to study and adapt to an organization's cybersecurity defenses, making them more sophisticated and difficult to detect than traditional cyber attacks. They can quickly analyze vast amounts of data to identify vulnerabilities and exploit them, often in real-time, without the need for human intervention.

One of the key differences between AI-driven attacks and traditional cyber attacks is their speed and scale. AI-driven attacks can launch multiple

malicious tasks simultaneously, overwhelm defenses, and cause widespread damage in a short amount of time.

Additionally, AI can develop strategies to outsmart traditional defense mechanisms and constantly evolve their tactics to stay ahead of security measures. The adaptive nature of AI-driven attacks also presents a challenge for traditional cybersecurity experts. These attacks can constantly learn and adapt, making it difficult to predict their behavior and defend against them effectively. This constant evolution requires cybersecurity experts to continually update and improve their defenses, as well as to develop new strategies to combat rapidly changing threats.

Overall, the sophistication, speed, and adaptability of AI-driven attacks make them more concerning for cybersecurity experts, as they pose a significant threat to organizations and their data. To combat these threats effectively, cybersecurity experts must have the knowledge and resources to stay ahead of evolving cyber threats and employ advanced security measures that can effectively detect and respond to AI-driven attacks.

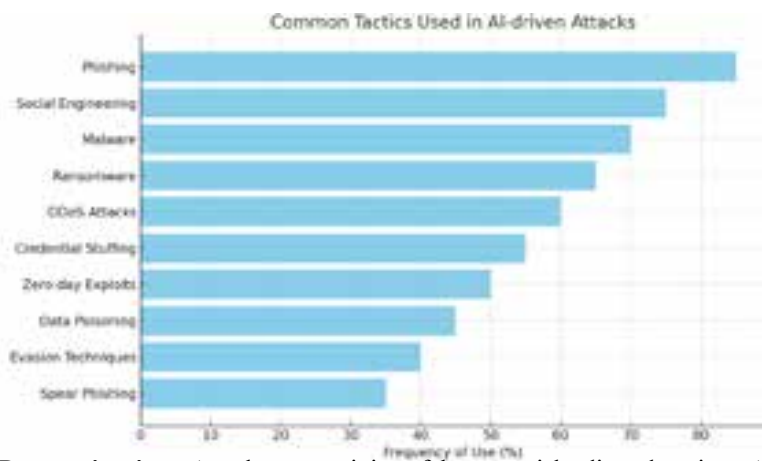
Cyber security experts are particularly concerned about AI-driven attacks because of their ability to outpace and outsmart traditional defense mechanisms. These attacks are constantly evolving and becoming more sophisticated, making it increasingly challenging for defenders to keep up.

Additionally, the widespread availability of AI tools and technologies means that even novice attackers can leverage these capabilities to launch advanced and highly effective cyber attacks. As a result, cyber security experts must continually innovate and adapt their defenses to combat the growing threat posed by AI-driven attacks

The importance of cybersecurity cannot be overstated in today's digital landscape. As organizations increasingly rely on technology to conduct their operations, the risks associated with cyber threats have become more pronounced.

The common tactics used in AI-driven attacks are.

Adversarial machine learning: Attackers can manipulate or trick AI algorithms by feeding them malicious data in order to bypass security measures. Organizations can defend against this by regularly updating and testing their AI models with a diverse range of data, implementing anomaly detection techniques, and using multiple algorithms in combination for added security.



Data poisoning: Attackers can inject false or misleading data into AI systems to manipulate outcomes. Organizations can defend against this by implementing data validation and verification processes, monitoring data sources for unusual patterns, and using encryption to protect sensitive data.

Model inversion: Attackers can reverse-engineer AI models to extract sensitive information or intellectual property. Organizations can defend against this by implementing security measures such as access controls, encryption, and regularly auditing and updating their AI models.

Model stealing: Attackers can steal AI models and use them for malicious purposes. Organizations can defend against this by implementing strong authentication and access controls, monitoring for unauthorized access, and encrypting sensitive data.

Denial-of-service attacks: Attackers can overload AI systems with a high volume of requests, causing them to crash or become unresponsive. Organizations can defend against this by implementing rate limiting, monitoring system performance, and using distributed denial-of-service (DDoS) protection mechanisms.

It is high time to integrate AI and machine learning in cyber security tools and strategies help to detect and prevent AI-driven attacks more effectively.

Advanced threat detection: AI and machine learning algorithms can analyze vast amounts of data in real-time to identify patterns and anomalies that may indicate an AI-driven attack. By continuously learning and adapting, these tools can stay ahead of evolving threats and detect them before they cause harm.

Behavior analysis: AI can be used to analyze user behavior and detect unusual patterns that may indicate an AI-driven attack. Machine learning algorithms can identify deviations from normal behavior and flag them for further investigation, helping to prevent unauthorized access or data breaches.

Automated response: AI-powered cyber security tools can automate the

response to potential threats, allowing for faster and more effective mitigation of attacks. These tools can automatically block suspicious activity, isolate infected systems, and take other defensive actions to prevent AI-driven attacks from spreading.

Predictive capabilities: Machine learning algorithms can analyze historical data to predict future threats and vulnerabilities, allowing organizations to proactively strengthen their defenses and minimize the potential impact of AI-driven attacks. By understanding the tactics and techniques used by attackers, organizations can stay one step ahead and prevent future breaches.

Enhanced threat intelligence: AI can be used to analyze threat intelligence feeds and identify emerging trends and patterns in cyber attacks. By aggregating and analyzing large volumes of data from various sources, AI-powered tools can provide organizations with actionable insights to improve their cyber security posture and prevent AI-driven attacks.

Organizations can defend against AI-driven attacks by implementing a multi-layered security approach, regularly updating and testing AI systems, and monitoring for suspicious activities. Collaboration between security professionals, data scientists, and AI developers is also crucial to effectively defend against evolving threats.

The digitization drive across industry segments is exposing traditional industries such as automobiles, manufacturing, healthcare to cyber threats.

Biggest challenges for Indian businesses into cyber security and cyber crime

The CISO (Chief Information Security Officer) typically holds a senior leadership position within a company's executive team. They are responsible for overseeing the organisation's information security strategy, ensuring compliance with regulations, and protecting data from cyber threats. The constant evolution of cyber threats, including advanced persistent threats (APTs), zero-day vulnerabilities, and sophisticated malware, makes it challenging to stay ahead of attackers. CISOs must continuously monitor and adapt to these changes.

The Chief Information Security Officer (CISO) plays a crucial role in ensuring the security of an organization's information and technology infrastructure. Their responsibilities include developing and implementing cybersecurity policies and procedures, overseeing the organization's security operations, and managing the response to cybersecurity incidents. The CISO's role has a significant impact on an organization's overall cybersecurity strategy and effectiveness in several ways:





Leadership and Governance: The CISO provides strategic leadership and guidance on cybersecurity matters, ensuring that the organization's security program aligns with its business objectives and regulatory requirements. They develop and implement governance structures that help prioritize security initiatives and allocate resources effectively.

Risk Management: The CISO is responsible for identifying and assessing cybersecurity risks, developing risk mitigation strategies, and monitoring the effectiveness of controls. By understanding the organization's risk profile, the CISO can help ensure that security measures are targeted at protecting the most critical assets and data.

Incident Response: The CISO plays a key role in coordinating the organization's response to cybersecurity incidents, including breaches, malware attacks, and other security incidents. They ensure that the organization has defined incident response processes in place, conducts regular incident response drills, and responds promptly and effectively to any security incidents.

Security Technology and Tools: The CISO evaluates, procures, and implements security technologies and tools to protect the organization's systems and data. They stay abreast of the latest security trends and technologies to ensure that the organization's security capabilities remain current and effective.

Awareness and Training: The CISO is responsible for developing and implementing security awareness and training programs to educate employees about cybersecurity risks and best practices. By promoting a security-aware culture within the organization, the CISO can help reduce the likelihood of security incidents caused by human error.

The CISO's role is critical in shaping an organization's cybersecurity strategy and ensuring its effectiveness. By providing strategic leadership, managing risks, coordinating incident response efforts, implementing security technologies, and promoting security awareness, the CISO helps protect the organization's information assets and mitigate cybersecurity threats effectively.

One of the biggest challenges that Indian businesses are facing is data overload. The migration to cloud and accelerated digital transformation, especially after the pandemic has led to data proliferation. As a result, cloud security monitoring has become difficult and basic security controls have become redundant as sophisticated attacks are increasing. In a cloud-based environment, where there are innumerable endpoints and users, there are concerns regarding data loss and data leakage, data privacy, lack of visibility of who can access the data, vulnerabilities in cloud based applications, compliance requirements, account hijacking, etc.

Fact sheets:

Cost of Cybercrime: The global cost of cybercrime is projected to reach \$10.5 trillion annually by 2025, reflecting a significant increase from previous years.

Ransomware: The average cost of a ransomware attack has risen to \$4.54 million, with recovery costs excluding ransom payments averaging \$1.82 million. Despite paying the ransom, only 8% of businesses recovered all their data.

Phishing: Phishing remains the most common email attack method, accounting for 39.6% of all email threats. Approximately 94% of

malware is delivered via email.

Cloud Intrusions: There has been a 75% increase in cloud intrusions, with attackers using legitimate credentials to access cloud environments, making it difficult to distinguish between normal user activity and a breach.

Business Interruption: Cyber incidents are the most feared cause of business interruption, surpassing natural disasters. Spending on information security and risk management is expected to grow by 14.3% in 2024, reaching over \$215 billion.

Cyber attacks in India continue to grow

Key- Takeaways:

As India advances its digitalization efforts across sectors, a pervasive outbreak of cyberattacks has inflicted substantial financial losses on businesses. Cybersecurity has ascended to a strategic concern at the board level owing to the multifaceted nature of cyber threats and the escalating monetary repercussions stemming from data breaches.

The number of new malware threats is truly staggering. Estimates suggest that around 560,000 new pieces of malware are discovered every single day. That's a lot of malicious software constantly being created. These daily discoveries add up, with over 1 billion malware programs already circulating in the digital world. This vast number makes it challenging to stay completely secure.

Artificial intelligence is rapidly becoming a key component of cybersecurity. AI is the most disruptive technology of our time. AI can be used to automate tasks, identify threats, and respond to incidents more quickly and effectively than humans can.

Role of AI in cybersecurity is to anticipate potential vulnerabilities and future attacks via predictive analytics, while automated threat hunting reduces the workload on cybersecurity professionals by identifying threats within a network. AI uses predictive analytics to anticipate potential vulnerabilities and future attacks. Machine learning models analyze historical data, threat patterns, and network behavior to predict where and how future attacks might occur. By identifying potential threats before they materialize, organizations can implement proactive measures to fortify their defenses.

Additionally, AI indeed plays a transformative role in Identity and Access Management (IAM) systems and enhances overall cybersecurity efforts. AI continuously monitors user activities to establish a baseline of normal behavior. It detects anomalies by comparing current actions against this baseline, identifying potential unauthorized access or misuse. AI dynamically adjusts access controls based on real-time risk assessments. If a user's behavior deviates from the norm, AI can trigger additional authentication steps or restrict access to sensitive resources.

Finally:

As we progress to the mid of 2024, the landscape of cybersecurity in India and the APAC region presents a complex mix of challenges and evolving threats. The adoption of advanced technologies like AI and ML, the increasing importance of cloud security, and the ever-present human factor, all underline the need for robust, proactive cybersecurity strategies. Organizations must stay ahead of these trends and continuously evolve their cybersecurity posture to safeguard their assets and maintain the trust of their stakeholders.

THE TOP 30 CYBERSECURITY COMPANIES IN INDIA

ACRONIS	CROWDSTRIKE	FORTINET	MANAGEENGINE	SENTINELONE	THALES
BROADCOM	ETEK	IBM	MANDIANT	SNOWFLAKE	TRELLIX
CHECK POINT	FIREEYE	INFOBLOX	MICROSOFT	SONICWALL	TREND MICRO
CISCO	FORCEPOINT	KASPERSKY	PALO ALTO	SOPHOS	VARONIS
CLOUDFLARE	FORESCOUT	KEYSIGHT	RSA	TENABLE	ZSCALER

POWERING THE NATION'S DIGITAL TRANSFORMATION



India's data center industry saw unprecedented growth in 2023, driven by the increasing demand for digital services, government initiatives, and substantial investments from global and local players. The industry's expansion reflects the country's digital transformation, making it one of the most dynamic markets in the global data center landscape. The combined capacity is projected to surpass 1,300 MW by the end of 2024. This explosive growth reflects the country's burgeoning demand for data storage and processing infrastructure, necessitated by the digitalization wave sweeping across various sectors including finance, e-commerce, entertainment, and public services.

India is currently the 13th largest data center market globally, with 138 data centers. According to research by real estate services firm ANAROCK-Binswanger, an additional 45 data centers—spanning 13 million square feet and offering 1,015 MW of capacity—are anticipated to be established by the end of 2025. Among the cities, Mumbai stands out as the leading data center hub, while Chennai, benefiting from its undersea cable network, holds the second position. Delhi, Bengaluru, Hyderabad, and Pune are also emerging as significant data center locations.

Data Center Capacity and Market Growth

The Indian data center market has experienced significant growth, reaching an estimated value of over \$5 billion in 2023. This surge is attributed to the increasing adoption of cloud services, the proliferation of internet usage, and the growing need for data storage and management solutions. According to industry reports, the market is projected to continue its upward trajectory, potentially doubling by 2026.

As of 2024, India's data center capacity is estimated to be around 950 MW, excluding major player China, according to CBRE South Asia. This positions India as a leader among Asia Pacific countries. Industry reports suggest a promising growth trajectory, with projections of doubling capacity to 1,800 MW by 2026.

The "From Bytes to Business: India Data Centre Market Powering Progress in 2023" report by CBRE South Asia highlights that India's DC capacity has doubled over the past four to five years, reaching around 880 MW by mid-2023. It is expected to further increase to approximately 1,048 MW by the end of 2023. In the first half of 2023, the DC stock in India's top seven cities spanned about 13 million square feet, with Mumbai, Chennai, Bengaluru, and Delhi-NCR accounting for about 87 percent of this capacity. The overall DC occupancy levels were around 75-80 percent during this period, with expectations of further improvement by the year's end.

This rapid expansion is driven by several factors:

Cloud Adoption: The Indian enterprises are increasingly embracing cloud computing solutions, requiring data centers to house and manage their data infrastructure.

Government Initiatives: The Indian government is actively promoting digitalization through initiatives like "Digital India" and "Make in India." This fosters a supportive environment for data center growth.

E-commerce Boom: The e-commerce sector in India is experiencing phenomenal growth, generating massive amounts of data that require secure and reliable storage solutions.

Demand for AI and Big Data: The growing adoption of Artificial Intelligence (AI) and Big Data analytics necessitates sophisticated data center infrastructure to power these technologies.

Key Markets: Mumbai, Chennai, and Beyond

Mumbai remains the most significant DC market in India, accounting for over half of the total stock (52 percent) as of 2023. The city is set to lead in supply additions, with 46 percent of the upcoming 500 MW capacity expected by the end of 2024. Factors such as multiple cable landing stations, supportive government initiatives, and strong entertainment and finance industries have made Mumbai an attractive location for BFSI, media, cloud, and OTT companies.

Chennai has also emerged as a vital tier-I DC market, holding 21 percent of the total stock in the top seven cities as of 2023. It is projected to maintain this share with the upcoming 500 MW capacity expected by 2024. Bengaluru and Delhi-NCR each accounted for 10 percent of the DC stock until 2023.

Major Investments and Developments

Several major investments marked 2023 as a pivotal year for the Indian data center industry. Global tech giants like Amazon Web Services (AWS), Google Cloud, and Microsoft Azure expanded their footprints, investing heavily in new data center facilities across the country.

AWS announced the opening of multiple new data centers in Mumbai and Hyderabad, enhancing its capacity to meet the growing demand for cloud services. Each of these data centers boasts a capacity of 100 MW, positioning them as significant players in the region's digital infrastructure.



Google Cloud unveiled plans for its second cloud region in Delhi, aimed at providing enhanced services and reliability to its customers in India. This new region includes three data centers, each with a capacity of 60 MW, ensuring robust support for Google’s expanding customer base.

Microsoft Azure continued its aggressive expansion, launching new data centers in Pune and Chennai. These facilities, with a combined capacity of 150 MW, are part of Microsoft’s broader strategy to capitalize on India’s burgeoning digital economy and cater to the needs of businesses migrating to cloud-based solutions.

Domestic Players and Initiatives

Domestic players have also played a crucial role in the industry’s growth. Reliance Jio and Adani Enterprises have made significant strides in establishing large-scale data center facilities. Reliance Jio’s data centers in Maharashtra and Gujarat are set to become major hubs for digital services, supporting its extensive telecom and digital services network.

Adani Enterprises announced a strategic partnership with EdgeConneX to develop data centers across India. This collaboration aims to build hyper-scale data centers that will cater to the needs of hyperscalers and enterprises, driving further growth in the sector.

Government Support and Policies

The Indian government has been instrumental in fostering the growth of the data center industry through supportive policies and initiatives. The introduction of the National Data Center Policy in 2022 laid the groundwork for attracting investments and promoting the development of data centers.

The policy offers various incentives, including tax benefits, infrastructure support, and streamlined regulatory processes. These measures have significantly reduced the barriers to entry for investors and encouraged the establishment of data centers across the country.

Top 10 data center companies in India in 2023

Tata Communications

Tata Communications, part of the Tata Group, provides data center solutions like cloud hosting and disaster recovery. It holds a 26% stake in Singapore’s ST Telemedia GDC, which includes 300 MW of data centers, with 100 MW under construction. This acquisition enhances Tata Communications’ presence in the co-location market in India and Asia, offering managed services including IP, cloud enablement, and unified communications. Their 14 data centers in India and three in Singapore serve a diverse customer base, including blue-chip enterprises, e-commerce platforms, and global corporations.

CtrlS Datacenters

Hyderabad-based CtrlS operates 12 data centers with a 234MW capacity across seven cities: Mumbai, Hyderabad, Chennai, Bangalore, Noida, Lucknow, and Patna. The company plans to invest \$2 billion over six years to add 350MW across new and existing hyperscale and edge data centers in India and Southeast Asia. CtrlS has entered the Thailand market through a collaboration with National Telecom and aims to expand to the Middle East. Chairman Sridhar Pinnapureddy emphasized investments in advanced cooling, power management, and infrastructure design due to the surge in AI and cloud adoption.

Sify Technologies

Sify Technologies is a major player in hosting, cloud computing, and colocation in India. Their data centers, spread across major cities, offer enhanced connectivity and redundancy. With over 100 MW of current capacity, Sify focuses on renewable energy, providing green data centers with no greenhouse gas emissions.

NTT GDC India (formerly Netmagic)

Japan’s NTT Communications acquired a 74% stake in Mumbai-based Netmagic Solutions. Now known as NTT Global Data Centres and Cloud Infrastructure India, the company invested Rs 2,700 crore last year and is in the midst of a \$400 million capex program. It operates 16 data centers across 13 campuses in India, with a capacity expected to grow from 205 MW to 349 MW by year-end.

Web Werks India

Web Werks operates three Tier 3, carrier-neutral data centers in Mumbai, Pune, and Delhi NCR, with a combined footprint of 225,000 square feet. In a joint venture with Iron Mountain, Web Werks plans to invest \$150 million over two years to expand in cities like Chennai, where it acquired land for two new data centers. The company aims to increase its total capacity in India to 200MW from 40MW.

ESDS Software Solutions

Founded in 2005, ESDS provides data storage, managed cloud solutions, virtualization, and disaster recovery hosting, with strong technical support. Their Navi Mumbai data center offers 5MW of IT Load, prioritizing long-term customer relationships.

NxtGen Datacenter

Established in 2012, NxtGen offers cloud, CDN, colocation, and disaster recovery services. Operating four data centers in Bangalore, Ahmedabad, Faridabad, and Mumbai, NxtGen plans to develop new facilities in Chennai, Hyderabad, and Visakhapatnam. The company aims to invest ₹1,300 crore to establish 10 additional data centers and 236 edge centers across India.

Top 10 Data Centers Companies in India				
Name	Established In	Headquarter	No of data centers	Capacity(MW)
Tata Communications	1986	Mumbai	44	300+
CtrlS	2007	Hyderabad	17	235
NTT GDC	2016	Mumbai	16	205
Nxtra by Airtel	2013	Mumbai	12	200
Sify	1995	Chennai	11	100
Web Werks	1996	Navi Mumbai	6	40
ESDS	2005	Mumbai	5	50
NxtGen	2012	Bengaluru	4	50
Yotta	2016	Mumbai	2	250
Adani Connex	2021	Mumbai	1	250



AdaniConnex

Launched in 2021 as a joint venture with EdgeConneX, AdaniConnex is developing hyperscale data centers in India, starting with Chennai, Navi Mumbai, Noida, Visakhapatnam, and Hyderabad. The company is building a 67 MW capacity data center in Kolkata’s Bengal Silicon Valley tech hub and aims to build a 1 GW green data center platform in India.

Airtel Nxtra

Bharti Airtel’s data center arm, Airtel Nxtra, serves 450 customers through 12 data centers and 120 edge data centers, with a total capacity of 200 MW. The company plans to double its capacity to 400MW by 2025, with new facilities in Mumbai, Pune, Kolkata, Bengaluru, Hyderabad, and Delhi.

Yotta Data Services

Yotta Infrastructure, part of the Hiranandani Group, offers hyperscale and colocation data centers. With data center parks in Mumbai and Noida, Yotta plans to expand to new locations, including a 30MW campus in Dhaka, Bangladesh. The company also operates edge data centers in tier-2 and 3 cities like Lucknow, Guwahati, Bhubaneswar, Coimbatore, Indore, Nagpur, Jaipur, and Chandigarh, with plans to build more in the coming year.

Trends and Technological Advancements

Several trends and technological advancements have shaped the data center industry in 2023. The adoption of Edge Computing has gained momentum, driven by the need for real-time data processing and low-latency services. Edge data centers, located closer to end-users, are becoming increasingly popular, providing faster and more efficient data processing capabilities.

Another notable trend is the focus on sustainability and green data centers. With growing concerns about the environmental impact of data centers, companies are investing in renewable energy sources and energy-efficient technologies. Several new data centers in India are being powered by solar and wind energy, reducing their carbon footprint and contributing to sustainable growth.

Challenges and Opportunities

Despite the rapid growth, the industry faces several challenges. The lack of reliable power infrastructure in certain regions poses a significant hurdle. Data centers require a continuous and stable power supply, and any disruptions can impact their operations. However, investments in infrastructure development and the adoption of alternative energy sources are helping mitigate this challenge.

Additionally, data privacy and security remain critical concerns. With the increasing volume of data being processed and stored, ensuring robust security measures is paramount. The implementation of stringent data protection regulations and the adoption of advanced cybersecurity solutions are essential to address these concerns.

The industry also presents numerous opportunities. The rise of 5G technology is expected to further boost the demand for data centers. As 5G networks become more widespread, there will be an exponential increase in data generation, necessitating the expansion of data center capacity to handle the influx.

Outlook for 2024

India’s data center industry is set to experience substantial growth and transformation in 2024, driven by increasing digitalization, cloud adoption, and supportive government policies. Here’s an in-depth look at the outlook for this dynamic sector:

Surge in Data Consumption and Cloud Adoption

The exponential growth in data consumption, fuelled by the proliferation of digital services, smartphones, and internet penetration, is a primary driver for the data center industry. With more businesses migrating to cloud-based solutions, the demand for robust, scalable, and secure data center infrastructure is expected to rise significantly in 2024.

Government Initiatives and Policy Support

The Indian government’s Digital India initiative continues to play a crucial role in promoting the data center industry. Policies such as the Data Center Policy 2021 aim to provide infrastructure status to the sector, making it easier to acquire land, access power, and obtain necessary clearances. The government’s focus on data localization mandates is also expected to boost demand for local data storage facilities.

Increased Investment and Expansion

2024 is likely to witness a surge in investments from both domestic and international players. Major global data center operators like Equinix, Digital Realty, and ST Telemedia, along with Indian giants like Adani, Reliance, and Hiranandani, are expanding their footprint in the country. These investments are directed towards building new data center facilities and enhancing existing ones to meet the growing demand.

Rise of Hyperscale and Edge Data Centers

The demand for hyperscale data centers, which support large-scale cloud services and enterprises, is expected to rise in 2024. These data centers offer high scalability, efficiency, and advanced technologies to manage vast amounts of data. Simultaneously, edge data centers, which bring data processing closer to the source, are gaining traction to support real-time applications and reduce latency.

Focus on Sustainability and Green Data Centers

Sustainability is becoming a key focus area for the data center industry. In 2024, there will be a strong emphasis on developing green data centers that utilize renewable energy sources, efficient cooling technologies, and sustainable practices. Companies are increasingly investing in solar, wind, and other renewable energy projects to power their data centers and reduce their carbon footprint.

Technological Advancements and Innovations

The data center industry in India is embracing cutting-edge technologies such as artificial intelligence (AI), machine learning, automation, and advanced cooling solutions. These innovations are aimed at improving operational efficiency, enhancing security, and reducing energy consumption. The adoption of AI and automation for predictive maintenance and resource optimization is expected to be a significant trend in 2024.

Expansion in Tier 2 and Tier 3 Cities

While major cities like Mumbai, Delhi, and Bengaluru continue to be the primary hubs for data centers, there is a growing trend of establishing facilities in Tier 2 and Tier 3 cities. These regions offer cost advantages, lower latency for regional users, and untapped market potential. This expansion is expected to drive regional economic growth and improve digital infrastructure across the country.

Talent Development and Skill Enhancement

The growth of the data center industry necessitates a skilled workforce. In 2024, there will be a greater emphasis on training and development programs to equip professionals with the necessary technical skills and knowledge. Partnerships between industry players and educational institutions will play a crucial role in nurturing talent and fostering innovation.



IMPORTANCE OF DATA PRIVACY IN CYBERSECURITY

In today's digital landscape and growing digital economy businesses are increasingly reliant on the internet and cloud services. Cyberattacks pose an ever-growing threat to businesses across all sectors. From ransomware to malware, phishing, and denial of service attacks, the range and complexity of cyber threats continue to evolve at an alarming rate.

Cyber threats have been a major concern for businesses for decades. Data breaches and malware attacks can cause significant financial damage and reputational harm. So, cybersecurity companies developed solutions to prevent these attacks, often prioritizing creating strong barriers around data.

The growing importance of data privacy in securing data against cyber theft cannot be overstated. Protecting personal data such as Aadhar Card, financial information, and health records is essential to prevent identity theft and fraud. At the same time, corporate need to secure intellectual property, trade secrets, and strategic business information prevents industrial espionage and competitive disadvantage.

With the increasing volume of data generated and shared across organizations, protecting personal information and maintaining privacy has become a critical concern. The market aims to provide organizations with robust tools and solutions to manage data privacy risks, ensure compliance with regulations such as the General Data Protection Regulation (GDPR) and California Consumer Privacy Act (CCPA), The CCPA has been updated to CPRA (California) since 2023 and build trust with customers.

The driving factor behind the growth of the data privacy software market is the surge in data privacy regulations worldwide. Governments and regulatory bodies are implementing stricter data protection laws to safeguard individuals' personal information. Organizations are compelled to adopt data privacy software to meet these regulatory requirements and avoid hefty fines and reputational damage.

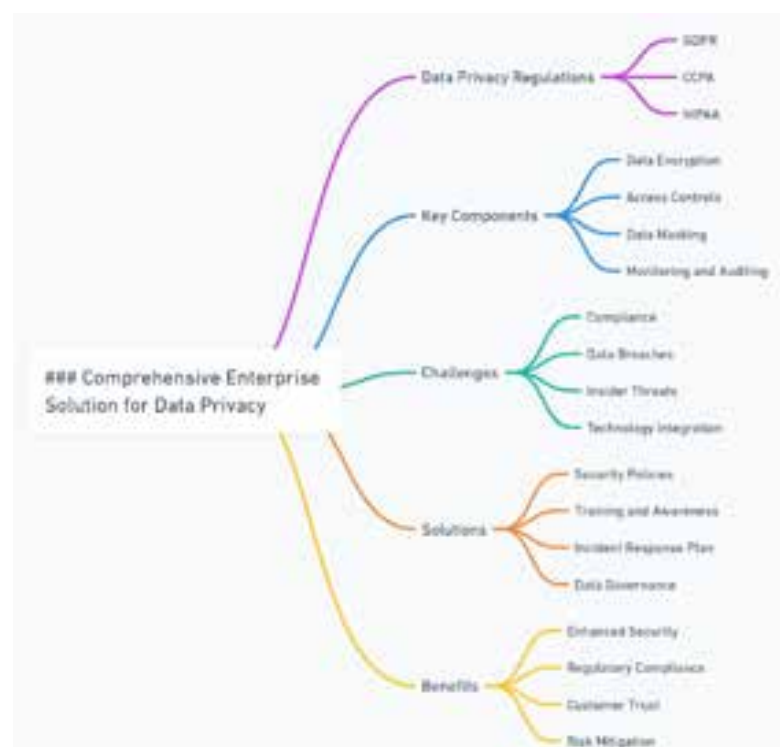
Data Privacy concerns are rising due to increasing data breaches, and business are taking certain steps to protect their data. A survey states that, around 95% business stated that privacy was an important factor for their business growth. While cybersecurity has been prominent for the past two decades, the protection of PII and PHI is gaining significance. Synthetic frauds are on the rise, necessitating proactive measures to safeguard sensitive data.

In the fast-paced world of technological advancement, the rise of Artificial Intelligence (AI) heralds a new era of innovation across various sectors. AI is reshaping the way we interact with technology and each other. However, amidst this transformative wave, a critical concern looms large: data privacy.

India's Digital Personal Data Protection (DPDP) Act marks a critical juncture in the nation's approach to privacy and data protection, aligning

with global standards for the safeguarding of personal information. Another key component of the DPDP Act is the requirement for organizations to demonstrate compliance with privacy principles. This is where the ability to involve AI in detecting. Identifying and confirming privacy compliance becomes invaluable. Such features simplify the compliance process, providing enterprises with a tool to generate verifiable documents that prove adherence to the required privacy standards and processing policies. This not only serves as proof of commitment to protecting personal data but also streamlines compliance audits and can help build trust with customers and partners.

Automated privacy compliance should reflect a detailed and up-to-date understanding of the DPDP Act's requirements. They need to ascertain various elements, such as name and address records, data minimization practices, and data retention periods, and should be generated in a manner that is both understandable to the customer and regulators. A pivotal element in the compliance with such regulations is the capacity for Confidential Data Redaction. This process involves intelligently obscuring personal data within data ecosystem and documents to prevent unauthorized access or accidental disclosure, thereby protecting individual privacy.





An enterprise solution for Confidential Data Redaction under the DPDPA must be digitally complete, encompassing not just the technology to redact personal information but also the framework that ensures its correct application. Enterprises must deploy solutions that can manage vast amounts of data across various formats and systems (un-structured, semi-structured and structured), from customer databases to employee records. The tools must integrate with existing data storage and processing infrastructures, providing seamless redaction capabilities without disrupting business operations. The products must also offer scalability to manage future increases in data volume and adaptability to accommodate new types of personal data as they emerge.

Corporations have sensitive data that needs to be secured, the data categorized into 3 segments: Employee, Customer and Company Data. Redaction of sensitive information is the first step in securing Personal Identifiable information (PII). Redacting unnecessary information brings an elevated level of security for customers and their customers.

As an example. A corporation has stored customer data relative to PII. The corporation may or may not have a need for this data but as long as they store the data, they are required by GDPR regulation to protect the data based on customer preferences. Redacting the PII data greatly reduces risk, meets compliance requirements and mitigates against losses arising from possible breach of PII data lawsuits.

Corporations receive and store customer data from time to time that needs to be redacted to meet with risk and compliance requirements. As an example, a customer of a bank might send an email to an employee of his/her banking organization, and share personally identifiable information, like SSN/Credit Card and/or Driving License. The bank immediately becomes responsible to safeguard the customer's information. GDPR regulation (Global) requires the corporation to ensure that important PII data is protected. One way to protect the corporation and the customer is to redact the sensitive information - while the data is stored.

AI and ML can safeguard owners Data

The fastest-growing segment in the global data privacy software market is Risk Management. Data privacy risk management applications help organizations identify, assess, and mitigate potential risks associated with data privacy and security. AI-powered privacy technologies will be used for identifying and preventing cyber threats. Organisations are using AI and ML for identifying potential data privacy risks by getting recommendations, prompts and trends across data through the AI and ML algorithms. Also, these algorithms can rapidly analyze large datasets, identify patterns, and adjust to emerging regulations, making it an effective tool for mitigating privacy risks.

As data breaches and privacy violations continue to make headlines, organizations are prioritizing risk management strategies to protect their valuable data assets. These applications provide functionalities such as risk assessment, data classification, vulnerability scanning, and privacy impact assessments. By proactively managing data privacy risks, organizations can enhance their overall data protection posture and ensure compliance with regulations.

Rising adoption of IOT devices to Aid Global Data Privacy Software market growth

The data security management software demand is growing owing to rising IoT devices across industries such as manufacturing, BFSI, healthcare and others. The proliferation of IoT-connected devices, which are expected to increase to 43 billion, presents both tremendous opportunities and significant challenges in terms of data privacy and cybersecurity. Similarly, the vast implementation of 5G technology is expected to drive opportunities for key players in the market to expand their offerings.

Addressing Restraining Factors

The growth of the data privacy software industry is hindered by low awareness and insufficient knowledge, particularly among small and medium enterprises (SMEs), local organizations, and startups. Enterprises and SMEs face significant challenges in processing customer personal data and insights due to several factors, including lack of awareness about available software, budget constraints, and limited IT infrastructure.



Technological innovation and advancements can significantly optimize the performance of data privacy software, making it more appealing for a variety of downstream applications. Understanding consumer behavior and market dynamics also plays a critical role in identifying opportunities and addressing challenges in the data privacy software market.

Regions are leading the Data Privacy Software Market?

- North America (United States, Canada and Mexico)
- Europe (Germany, UK, France, Italy, Russia and Turkey etc.)
- Asia-Pacific (China, Japan, Korea, India, Australia, Indonesia, Thailand, Philippines, Malaysia and Vietnam)
- South America (Brazil, Argentina, Columbia etc.)
- Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

With the increasing number of data privacy regulations worldwide, organizations across industries are investing in data privacy software to manage compliance requirements effectively. These applications provide features such as data mapping, consent management, incident response, and auditing capabilities, allowing organizations to maintain regulatory compliance and mitigate potential risks.

Opportunities ahead:

India's Digital Personal Data Protection Act (DPDPA) of 2023 is part of a global trend towards stricter data privacy laws. Regulations like GDPR and CCPA are influencing how companies handle user data worldwide, and India's framework needs to keep pace.

As the digital landscape continues to evolve, the role of Privacy Impact Assessment (PIA) will become increasingly important in navigating the complex interplay between technological advancement and privacy protection. The journey ahead will require ongoing commitment, collaboration, and innovation from all stakeholders involved. By embracing these challenges and opportunities, India can aspire to set a global standard for privacy and data protection in the digital age.

The concept of Privacy Impact Assessment (PIA) appears as a cornerstone in understanding and mitigating the risks associated with data processing activities. Within the proposed framework of the Data Protection Bill in India, PIA is envisaged to play a significant role in ensuring that data processing respects privacy rights and follows legal obligations.

The Bill mandates that certain categories of data fiduciaries undertake impact assessments for significant data processing activities. These activities include those that involve sensitive personal data, carry risks of significant harm to individuals, or involve large-scale profiling or use of biometric data.

Key features of Data Privacy (SEVEN CORE COMPONENTS)

- Consent Management Portal (CMP):
- Confidential Data Discovery (CDD):
- Privacy Impact Assessment (PIA):
- Data Subject Access Request (DSAR):
- Confidential Data Redaction (CDR):
- Compliance Audit (CA):
- Data Privacy Management (DPM):

With the implementation of the DPDP Act, it is imperative for companies operating in India to deploy solutions that not only comply with local regulations but also foster trust and ensure the privacy of individual data.



Data Privacy Software Market Regional Insights

The dominating region in the global data privacy software market is North America. North America has a strong presence of major technology companies and a well-established regulatory framework for data privacy. The region is witnessing significant adoption of data privacy software solutions due to the increasing emphasis on data protection and compliance with regulations such as the General Data Protection Regulation (GDPR) in Europe and the California Consumer Privacy Act (CCPA) in the United States. The presence of stringent data privacy regulations, high awareness among organizations regarding data protection, and the need to safeguard customer information are driving the growth of the data privacy software market in North America.

Some of the major data protection regulations around the world GDPR- Global, CPRA- California, PDPA- Asia pacific, NESAs- Middle East and DPDP- India

The fastest-growing region in the global data privacy software market is the Asia Pacific. The region is experiencing rapid digital transformation, coupled with the introduction of data privacy regulations in countries like India, China, and South Korea. The increasing number of cyber

threats and data breaches has compelled organizations in the Asia Pacific to adopt data privacy software solutions to ensure the security and privacy of their data. Moreover, the growing awareness among enterprises about the importance of data protection and the need for compliance with regional data privacy laws is driving the demand for data privacy software in the region.

Data Privacy Software Market Top Player’s Company Profiles

Amazon Macie (U.S.A.)	Onetrust LLC (U.S.A.)
BigID, Inc. (U.S.A.)	Proofpoint, Inc. (U.S.A.)
Data Safeguard (U.S.A.)	Securiti.AI (U.S.A.)
Forcepoint (U.S.A.)	Trust ARC Inc. (U.S.A.)
Immuta (U.S.A.)	Varonis Systems, Inc. (U.S.A.)

Data Privacy Software Key Market Trends

Adoption of AI and ML: The integration of AI and ML technologies in data privacy software is gaining traction. These technologies enhance threat detection and response capabilities, enabling proactive identification of potential data breaches and security incidents. AI and ML algorithms can analyze vast amounts of data, identify patterns, and detect anomalies, helping organizations strengthen their data privacy defenses.

Focus on Data Subject Rights and Consent Management: With the introduction of data privacy regulations, there is an increased emphasis on individuals’ rights over their personal data. Data privacy software solutions incorporate features that enable organizations to effectively manage data subject rights, such as consent management and data access requests. This trend reflects the growing importance of transparency and accountability in data handling practices and aligns with the principles of data privacy regulations.

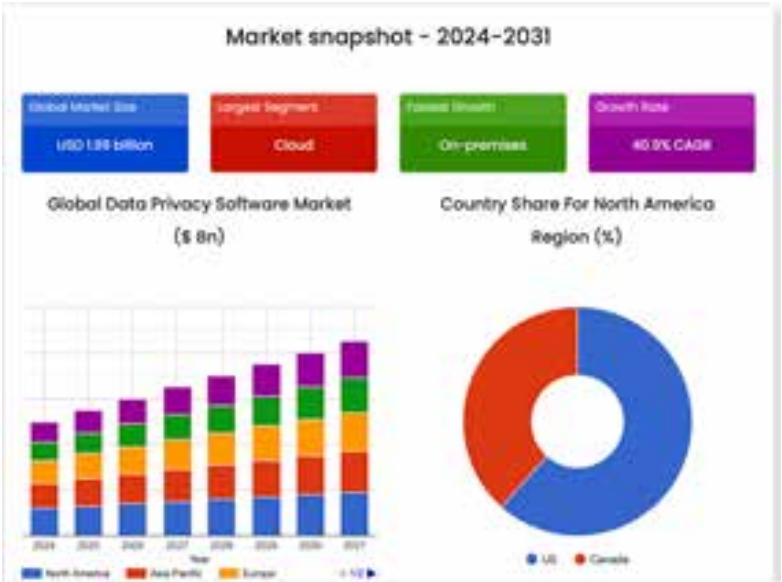
Key-Takeaways:

The global Data Privacy Software market is experiencing transformative trends driven by the growing awareness of data privacy regulations, the increasing volume of sensitive data, and the need for organizations to comply with evolving privacy standards. Another significant trend is the emphasis on AI-driven data discovery and classification. Advanced algorithms and machine learning are employed to automatically discover and classify sensitive data, enhancing accuracy and efficiency in compliance efforts.

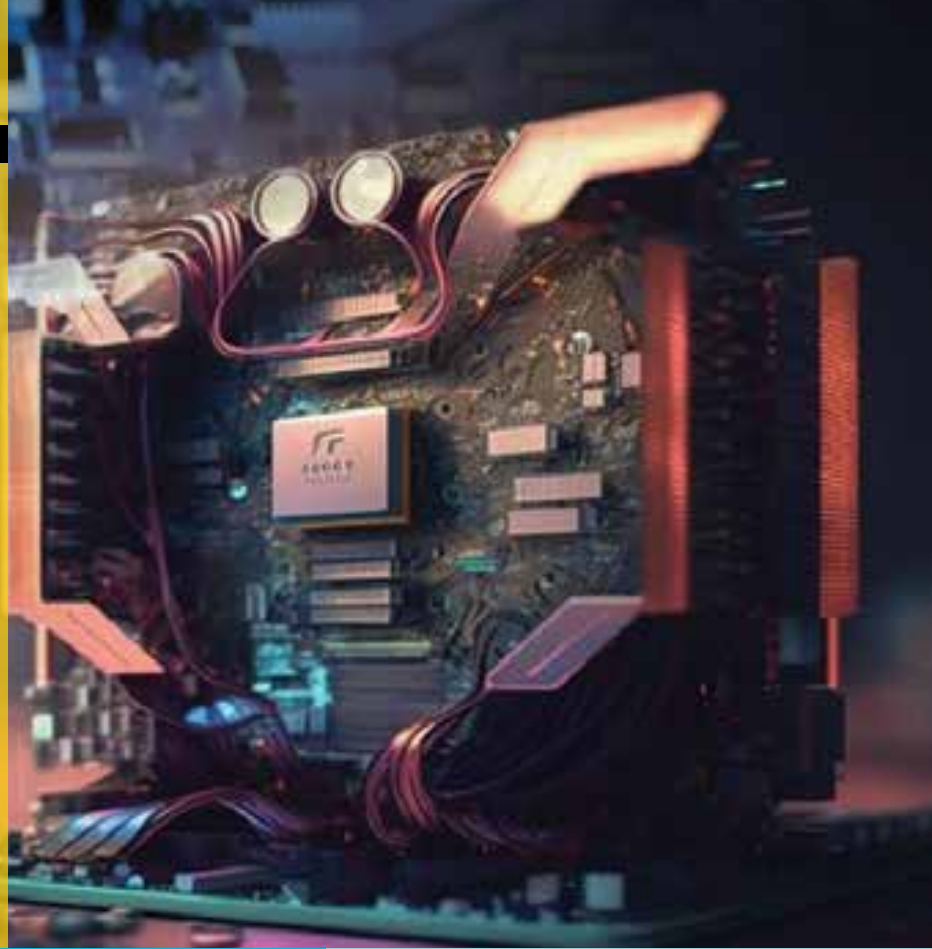
The adoption of Data Privacy laws, such as the Data Protection and Digital Privacy (DPDP) Act, opens up numerous opportunities for tech companies to develop innovative solutions and services that help businesses comply with data privacy regulations. By focusing on compliance management, data security, privacy management, and education, tech companies can drive growth and enhance their offerings in the market.

Road Ahead: The year 2024 marks a significant shift in data privacy trends globally. With increasing concerns over data breaches, identity theft, and misuse of personal information, governments and regulatory bodies have been taking proactive measures to enhance data protection laws. This includes imposing stricter regulations on data handling practices, enhancing transparency and accountability requirements for businesses, and empowering individuals with greater control over their personal data. These trends are reshaping the landscape of data privacy and urging organizations to prioritize security and compliance in their operations.

Indeed, the expansion of the right to be forgotten reflects a growing recognition of individuals’ autonomy over their personal information. This trend is particularly significant in an age where digital footprints are increasingly permanent and pervasive. By allowing individuals to request the deletion or removal of their data from online platforms and databases, jurisdictions are empowering individuals to exercise greater control over their digital identities and mitigate potential privacy risks.



CHARTING INDIA'S DIGITAL DESTINY



The Indian IT hardware industry is a critical segment of the country's broader IT ecosystem, playing a vital role in the digital transformation of businesses and consumers alike. The sector encompasses a wide range of products, including personal computers (PCs), laptops, printers, servers, and storage devices. In 2023, the industry witnessed significant growth, driven by increased digital adoption, favorable government policies, and rising investments in local manufacturing.

The India IT Hardware Market size is estimated at USD 19.77 billion in 2024, and is expected to reach USD 27.86 billion by 2029, growing at a CAGR of 7.10%.

Domestic Trends in the Indian IT Hardware Industry

The Indian IT hardware market is evolving rapidly, fueled by rising digital adoption, supportive government policies, and increasing investments in manufacturing capabilities. According to a report by Nasscom, the Indian IT hardware market is expected to grow at a CAGR of 8.6% to reach \$10.3 billion by 2025. Key domestic trends include Make in India initiatives, increased demand for personal computing devices, expansion of data centers, and focus on cybersecurity hardware. The government's Make in India initiative aims to boost local manufacturing of IT hardware, reducing dependency on imports and creating jobs. Incentives such as the Production Linked Incentive (PLI) scheme are attracting global and domestic manufacturers to set up production facilities in India.

The COVID-19 pandemic accelerated the demand for personal computing devices as remote work and online education became the norm. This trend is driving growth in the PC, laptop, and tablet segments. The proliferation of digital services and data consumption is driving the expansion of data centers across the country. Companies are investing in high-performance servers, storage solutions, and networking equipment to support this growth. With the rise in cyber threats, there is an increasing focus on cybersecurity hardware. Solutions such as firewalls, intrusion detection systems, and secure routers are becoming essential components of IT infrastructure.

Major Developments in 2023

The year 2023 witnessed several significant developments in the Indian IT hardware industry, marked by strategic investments, collaborations, and technological advancements.

Local Manufacturing: The Indian government's push for local manufacturing under the 'Make in India' initiative gained momentum,

with major IT hardware companies setting up production facilities in the country. Foxconn, a leading electronics manufacturer, announced a \$500 million investment to establish a new plant in India, aimed at producing a wide range of IT hardware products.

Strategic Partnerships: Several global IT hardware giants entered into strategic partnerships with Indian companies to enhance their market presence. For instance, Dell Technologies collaborated with Tata Consultancy Services (TCS) to develop customized IT solutions for Indian enterprises, leveraging Dell's hardware expertise and TCS's software capabilities.

Technological Innovations: The industry saw the introduction of cutting-edge technologies, such as AI-powered hardware, advanced processors, and eco-friendly products. Lenovo launched a new series of AI-integrated laptops designed to offer enhanced performance and productivity for both consumers and businesses.

PC Market

The Indian Traditional PC market, encompassing desktops, notebooks, and workstations, shipped 13.9 million units in 2023, marking a 6.6% year-over-year (YoY) decline, according to the IDC Worldwide Quarterly Personal Computing Device Tracker. Despite this annual drop, the market experienced a robust rebound in the second half of the year, growing by 12.9% YoY, with the fourth quarter alone witnessing an 11.4% YoY increase. This recovery was driven by a 16.8% YoY rise in desktop shipments and a 9.9% YoY increase in notebook sales.

Market Segment Performance

➤ Desktop, Notebook, and Workstation Trends

While the desktop category saw a 6.7% YoY growth, notebooks and workstations faced declines of 11.1% YoY and 14% YoY, respectively. This reflects a shift in market dynamics as the demand for different PC types fluctuated throughout the year.

➤ Consumer and Commercial Segments

In 2023, the consumer segment contracted by 3.1% YoY, and the commercial segment saw a more significant drop of 9.7% YoY due to reduced enterprise demand. However, the education and government sectors thrived, expanding by 80.5% and 18% YoY, respectively. Both segments showed marked improvements in the fourth quarter, with consumer and commercial segments growing by 19.3% and 5.3% YoY.



➤ Market Sentiments and Recovery

According to Bharath Shenoy, Senior Research Analyst at IDC India, “Low market sentiments post-pandemic led to decreased consumer demand, causing a steep shipment correction in late 2022 and early 2023. However, factors such as decisions on import regulations, improved market sentiment, and aggressive vendor strategies facilitated a market recovery in the latter half of 2023. Despite the slight annual decline, the market remained significantly above pre-COVID shipment levels, indicating stability in the consumer segment.”

Key Players in the Market

➤ HP Inc.

HP Inc. dominated the market in 2023, holding a 31.5% share. It led both the commercial (33.6%) and consumer (29.4%) segments. HP maintained its lead in desktops and notebooks with 25.1% and 33.8% shares, respectively. Strong demand in the education and government sectors bolstered HP’s commercial performance, while festive sales boosted its consumer segment. Although HP’s consumer market share dipped in the third quarter, it rebounded to 32.5% in the fourth quarter, securing a total market share of 32.6%.

➤ Lenovo

Lenovo ranked second with a 16.7% market share in 2023 but faced a 17.8% YoY decline in shipments, primarily due to a slowdown in the SMB segment and limited presence in government and education sectors. Lenovo lost ground in the consumer segment amid heightened competition during festive sales but managed a 19.6% share in the enterprise segment, up 1.3 percentage points from 2022. In the fourth quarter, Lenovo held a 17.5% market share, trailing behind Dell.

➤ Dell Technologies

Dell Technologies secured third place with a 15.5% market share, despite a 24.5% YoY decline in 2023. It maintained its second position in the commercial segment with a 20% share but ranked fourth in the consumer segment at 10.8%. Delays in enterprise orders significantly impacted Dell. However, in the fourth quarter, Dell outperformed Lenovo, achieving an 18.3% market share.

➤ Acer Group

Acer Group held the fourth position with a 12.3% market share, growing by 16.1% YoY in 2023. It was fourth in the commercial segment (15.7%) and fifth in the consumer segment (8.7%). Acer led the commercial desktop category with a 29.6% share, driven by strong traction in government and education sectors. In the fourth quarter, Acer reclaimed the fourth position from Asus with a 14% market share.

➤ Asus

Asus ranked fifth with a 7.9% market share, marking an 8.6% YoY growth. It held the second position in the consumer segment (15.1%) and shipped over a million units in this segment for the first time in 2023. However, Asus focused on inventory correction in the fourth quarter, dropping to fifth place behind Acer with a 3.5% market share.

Printer Market

The Indian printer market in 2023 presented a mixed picture. While overall shipment volumes witnessed a slight decline, the market remained fiercely competitive with established players vying for dominance.

According to 6Wresearch, India’s printer market experienced a notable decline in Q4 2023, marking a 20.7% decrease compared to Q3 2023. This

decline can be attributed to increasing smartphone penetration and a shift towards cloud-based document storage, reducing the need for physical printing.

Despite the overall decline, the inkjet printer segment saw modest growth, driven by the affordability and multifunctionality of printers (MFPs) that combine printing, scanning, and copying in a single device. While the decline was nationwide, tier-2 and tier-3 cities exhibited relatively stable demand for printers compared to metro areas, where the shift towards digital alternatives was more pronounced.

Key Players and Market Share

HP (Hewlett-Packard): Retaining its market leader position, HP captured approximately 36.2% market share in Q4 2023, according to 6Wresearch. HP’s diverse product portfolio, ranging from budget-friendly inkjet printers to high-performance laser printers, catered to various consumer segments.

Epson: Emerging as the fastest-growing brand in Q4 2023, Epson saw a growth rate exceeding 34% compared to the previous quarter. Epson’s focus on affordable and efficient inkjet printers, particularly its EcoTank series known for high-yield ink tanks, resonated well with cost-conscious consumers, achieving around 31.1% market share in Q4 2023.

Canon: Continuing as a major player, Canon maintained a significant market share, although specific data is unavailable. Canon’s wide range of inkjet and laser printers, including high-end models, cater to professional printing needs.

Other Players: Brands like Brother, Samsung, and Ricoh also hold a presence in the Indian printer market, though their market shares are considerably lower compared to the top three players.

Shipment Volumes and Price Segmentation

While specific shipment volume data isn’t readily available, the overall decline in market size suggests a decrease in printer shipments in 2023 compared to previous years.

The sub-20,000 INR (approx. USD 242) segment dominated the market, capturing over 61% of the market share in Q4 2023, reflecting the continued preference for budget-friendly inkjet printers in price-sensitive markets like India.

The 20,000 INR to 40,000 INR (approx. USD 242 - USD 484) segment accounted for approximately 30.3% of the market share, catering to users requiring higher performance or laser printing capabilities.

While the printer market faces challenges due to the digital shift, it remains a significant segment within the Indian IT landscape. By adapting to evolving trends and consumer preferences, printer manufacturers can continue to cater to the needs of a diverse Indian market.

Storage

In 2023, India’s external storage market witnessed significant shifts influenced by global trends, technological advancements, and evolving enterprise demands. As businesses increasingly embrace digital transformation, the demand for robust and scalable storage solutions has grown, despite economic headwinds and global supply chain disruptions.

Market Size and Growth

According to IDC, the external storage market in India registered a year-over-year (YoY) growth of 8.3% in 2023, reaching a market size of approximately USD 560 million. This growth is largely driven by increased investments in IT infrastructure by sectors such as banking, financial services, insurance (BFSI), telecommunications, and IT/ITeS.

Key Trends

Shift to Flash Storage: There has been a notable shift from traditional Hard Disk Drives (HDDs) to Solid State Drives (SSDs), with enterprises preferring flash storage for its speed, reliability, and energy efficiency. Flash storage adoption grew by 12% YoY, indicating a robust trend towards modern storage solutions.

Cloud Integration: With the rise of hybrid cloud environments, there is a growing demand for storage solutions that seamlessly integrate with

India PC Market, Top Five Companies, Market Share, Year-over-Year Growth 2023 (Shipments are in thousands of units)					
Company	2023 Shipments	2023 Market Share	2022 Shipments	2022 Market Share	Year-over-Year unit change (2023 vs 2022)
1. HP Inc.	4,385	31.5%	4,499	30.2%	-2.5%
2. Lenovo	2,317	16.7%	2,818	18.9%	-17.8%
3. Dell Technologies	2,154	15.5%	2,854	19.2%	-24.5%
4. Acer Group	1,705	12.3%	1,469	9.9%	16.1%
5. Asus	1,100	7.9%	1,013	6.8%	8.6%
Others	2,254	16.2%	2,240	15.0%	0.6%
Total	13,914	100%	14,892	100%	-6.6%

Source: IDC



cloud services. Enterprises are increasingly adopting cloud-enabled storage systems to enhance data accessibility and scalability.

Data Security and Compliance: Enhanced focus on data security, driven by regulatory requirements such as the General Data Protection Regulation (GDPR) and India's Data Protection Bill, has led to increased investments in secure storage solutions. Solutions offering encryption, data masking, and advanced access controls are in high demand.

Edge Computing: The proliferation of IoT devices and the need for real-time data processing have spurred the adoption of edge computing. This trend has created demand for external storage solutions that support edge data centers, enabling faster data processing and reduced latency.

Key Players and Market Share

Dell Technologies: Dell retained its leadership position in the Indian external storage market, capturing a market share of 32%. Dell's PowerStore and Unity XT series have been particularly popular, catering to diverse enterprise storage needs.

Hewlett Packard Enterprise (HPE): HPE holds the second-largest market share at 25%, with its Nimble Storage and Primera products gaining traction for their performance and scalability. HPE's focus on AI-driven storage management has also resonated well with enterprises.

NetApp: NetApp maintained a strong presence with a market share of 18%. Its ONTAP software and AFF series are preferred for their integration capabilities with leading cloud platforms, aiding hybrid cloud deployments.

IBM: IBM secured a market share of 12%, driven by its FlashSystem and Storwize products. IBM's emphasis on cybersecurity features and AI-driven insights has appealed to sectors with stringent data security requirements.

Hitachi Vantara: Hitachi Vantara captured 8% of the market, with its VSP (Virtual Storage Platform) series being favored for high-performance workloads and large-scale storage needs.

Server Market

In 2023, the Indian server market exhibited robust growth, driven by the increasing digital transformation initiatives across various sectors, including BFSI, IT/ITeS, telecommunications, and government. The market saw substantial investments in data center infrastructure, reflecting the growing demand for high-performance computing and storage solutions.

According to IDC, the Indian server market grew by approximately 10% year-over-year (YoY) in 2023, reaching a market size of around USD 1.2 billion. This growth was fueled by the rapid expansion of cloud services, increased adoption of AI and machine learning, and the burgeoning need for data analytics capabilities.

Key Trends

Cloud Adoption and Hybrid IT: The shift towards cloud computing continued to gain momentum in 2023. Many enterprises adopted hybrid IT models, leveraging both on-premises servers and cloud infrastructure to optimize their IT operations. This trend led to increased demand for versatile server solutions that can seamlessly integrate with cloud environments.

Edge Computing: The proliferation of IoT devices and the need for real-time data processing at the edge drove the demand for edge servers. These servers, located closer to the data source, reduce latency and improve data processing speeds, which is crucial for applications in sectors like telecommunications and manufacturing.

AI and Machine Learning: With AI and machine learning becoming integral to business operations, there was a significant uptick in the deployment of servers capable of handling intensive computational workloads. High-performance computing (HPC) servers and GPU-accelerated servers were in high demand to support these AI-driven initiatives.

Data Security and Compliance: Growing concerns over data security and compliance with regulations such as GDPR and India's Data Protection Bill led to increased investments in secure server solutions. Enterprises prioritized servers with advanced security features and robust encryption capabilities.

Key Players and Market Share

Dell Technologies: Dell maintained its leadership position in the Indian server market with a market share of approximately 30%. Its PowerEdge

server series, known for reliability and performance, was particularly popular among enterprises across various sectors.

Hewlett Packard Enterprise (HPE): HPE held the second-largest market share at 25%. HPE's ProLiant servers, known for their scalability and robust performance, were widely adopted, especially in the BFSI and telecommunications sectors.

Lenovo: Lenovo captured around 18% of the market share. Its ThinkSystem servers were favored for their flexibility and integration capabilities, particularly in the IT/ITeS sector.

IBM: IBM secured a market share of 15%, driven by its focus on high-performance and secure server solutions. IBM's Power Systems were preferred for mission-critical applications requiring high reliability and security.

Cisco: Cisco held a 12% market share, with its UCS (Unified Computing System) servers gaining traction for their unified management capabilities and seamless integration with networking infrastructure.

Outlook For 2024

India's IT hardware industry is expected to witness significant growth and transformation in 2024, driven by increasing demand for electronic devices, supportive government policies, and advancements in manufacturing technologies. Here's an in-depth look at the outlook for this vital sector:

Rising Demand for Electronic Devices

The demand for IT hardware, including laptops, desktops, tablets, and peripherals, is set to increase in 2024. Factors such as the growth of remote work, online education, and digital entertainment are contributing to this surge. Additionally, the proliferation of IoT devices and smart technologies is further boosting the need for sophisticated hardware solutions.

Government Initiatives and Policy Support

The Indian government is actively promoting the IT hardware industry through initiatives like the Production Linked Incentive (PLI) scheme. This scheme aims to boost domestic manufacturing and attract global manufacturers to set up their production facilities in India. Policies focused on enhancing the ease of doing business and providing infrastructure support are expected to play a crucial role in the industry's growth.

Growth of Domestic Manufacturing

In 2024, there is a strong emphasis on increasing domestic production of IT hardware. Companies are investing in setting up manufacturing plants and expanding their existing facilities to reduce dependency on imports and enhance self-reliance. The "Make in India" initiative is fostering an environment conducive to manufacturing, encouraging both local and international players to invest in the country.

Technological Advancements and Innovation

The IT hardware industry is witnessing rapid technological advancements, including the development of more powerful processors, enhanced graphics capabilities, and energy-efficient components. Innovations in areas such as artificial intelligence (AI), machine learning, and advanced materials are driving the creation of next-generation hardware products that are more efficient, reliable, and capable.

Expansion of Data Centers and Cloud Infrastructure

The growth of data centers and cloud infrastructure in India is creating a robust demand for IT hardware. Servers, storage solutions, networking equipment, and other critical hardware components are essential for building and expanding data center facilities. This expansion is expected to continue in 2024, driven by the increasing adoption of cloud services and digital transformation initiatives across industries.

Focus on Sustainability and Green Technologies

Sustainability is becoming a key priority in the IT hardware industry. Manufacturers are investing in green technologies and practices to reduce their environmental impact. This includes developing energy-efficient products, utilizing eco-friendly materials, and implementing recycling programs. The focus on sustainability is expected to intensify in 2024, aligning with global trends and regulatory requirements.

Talent Development and Skill Enhancement

As the IT hardware industry grows, there is a need for a skilled workforce to support manufacturing, R&D, and innovation. In 2024, there will be a greater emphasis on enhancing the talent pool to meet the industry's evolving demands.

OPPORTUNITIES, CHALLENGES, AND THE ROAD AHEAD

India's semiconductor industry is at a critical juncture, with the government and private sector making significant strides to position the country as a global hub for semiconductor manufacturing and design. With burgeoning demand for electronic devices, coupled with strategic policy support, the Indian semiconductor ecosystem is poised for substantial growth. However, the path forward is laden with challenges that need to be addressed to realize this potential fully.

Market Size

According to the India Electronics and Semiconductor Association (IESA), the Indian semiconductor market is projected to reach \$52.58 billion by 2025, growing at a compound annual growth rate (CAGR) of 22%. The demand for semiconductors in India is driven by the automotive industry, consumer electronics, and the rapid proliferation of the Internet of Things (IoT) devices.

In 2020, India imported approximately \$14 billion worth of semiconductors, underscoring the urgent need to develop domestic manufacturing capabilities to reduce dependence on imports and enhance supply chain resilience.

India is emerging as a significant consumer of semiconductors, with its market valued at \$22 billion in 2019. According to Counterpoint Technology Market Research, this market is projected to nearly triple, reaching \$64 billion by 2026. The country's Minister of State for IT and Electronics, Rajeev Chandrasekhar, anticipates even further growth, predicting the market will soar to \$110 billion by 2030. At that level, India would account for 10 percent of global semiconductor consumption, as highlighted in the IT&IF report.

Government Initiatives and Policy Support

The Indian government has recognized the strategic importance of the semiconductor industry in achieving self-reliance in technology and driving economic growth. In December 2021, the government launched the \$10 billion incentive scheme aimed at boosting semiconductor and display manufacturing. The scheme offers fiscal support for setting up semiconductor fabs, display fabs, and other facilities involved in semiconductor manufacturing. This initiative is part of the broader "Make in India" and "Digital India" campaigns, which aim to foster innovation and enhance India's manufacturing capabilities.

The Production-Linked Incentive (PLI) Scheme, specifically targeting large-scale electronics manufacturing, is another significant policy measure. The PLI scheme provides financial incentives to boost domestic manufacturing

and attract investments in the electronics sector. The extension of this scheme to the semiconductor industry is expected to create an ecosystem conducive to semiconductor manufacturing.

Major Investments

The Indian government, in February 2024, has approved a significant investment in semiconductor and electronics production, which will feature the country's first advanced semiconductor fab. Three new facilities—one semiconductor fab and two packaging and test facilities—are set to begin construction within 100 days. This initiative includes an allocation of 1.26 trillion Indian rupees (US \$15.2 billion).

India joins a global effort to enhance domestic chip manufacturing, aiming to reduce dependence on foreign supply chains in this strategically vital industry.

The First Semiconductor Fab

The first semiconductor fab will be a joint venture valued at \$11 billion between Taiwan's PSMC and Tata Electronics, part of the \$370 billion Tata Group. This facility will produce chips at 28-, 40-, 55-, and 110-nanometer nodes, with a monthly capacity of 50,000 wafers. Although not cutting-edge, these nodes are widely used in the industry, with 28 nm being the most advanced node using planar CMOS transistors rather than FinFET devices.

Tata Electronics highlights that the fab will manufacture chips for applications including power management, display drivers, microcontrollers, and high-performance computing logic. These products were critically affected during the pandemic-era chip shortage. Located in Dholera, Gujarat, the fab is expected to generate over 20,000 skilled jobs directly and indirectly.

Packaging and Test Facilities

In Jagiroad, Assam, Tata Electronics will establish a \$3.25 billion plant. This facility will offer various packaging technologies, including wire bond, flip-chip, and system-in-package. There are plans to expand into advanced packaging technologies such as 3D integration, which has become vital as traditional transistor scaling slows down and becomes costlier. The plant aims to commence production in 2025 and is projected to create 27,000 direct and indirect jobs.

Another significant investment comes from a joint venture between Renesas, Stars Microelectronics, and India's CG Power and Industrial Solutions. This \$900 million packaging plant in Sanand, Gujarat, will offer wire-bond and flip-chip technologies. CG Power will hold a 92 percent stake in the venture.



Additionally, U.S.-based Micron Technology is building a chip-packaging and test facility in Sanand under an earlier agreement. Micron plans to invest \$825 million over two phases, with the Gujarat and Indian federal governments covering an additional \$1.925 billion. The first phase is expected to be operational by the end of 2024.

These investments highlight India's strategic push to become a significant player in the global semiconductor landscape, leveraging local talent and fostering technological innovation.

Surge of Semiconductor GCCs in India

India is witnessing a remarkable rise in Semiconductor Global Capability Centers (GCCs). In the fourth quarter of 2023, semiconductor GCCs accounted for approximately 30% of the new GCC establishments in the country. This trend underscores a growing inclination towards harnessing local expertise for front-end design, performance testing, and post-silicon validation.

Bengaluru, often referred to as India's Silicon Valley, is leading the charge in the semiconductor GCC landscape. The city houses about 42% of all semiconductor GCC units in India and boasts 61% of the nation's semiconductor talent pool. Hyderabad is also emerging as a significant player, hosting 23% of the semiconductor GCC units and 21% of the talent in the country.

India's semiconductor landscape is being reshaped by several key players, both domestic and international, each bringing substantial investments and technological expertise. Here's a detailed look at some of the prominent companies and their strategic plans to establish and expand semiconductor operations in India.

Key Semiconductor GCC Units in India

Signature IP

Signature IP, a US-based company founded in 2021, focuses on network-on-chip (NoC) technology. In October 2023, the company established a GCC in India and launched an R&D center in Bhubaneswar to innovate NoC solutions and collaborate with local institutions.

EdgeCortix

EdgeCortix, a fabless semiconductor firm from Japan has set up a GCC in Hyderabad. Specializing in AI-specific processor architecture, the company offers a comprehensive AI inference software development environment and reconfigurable edge AI chips. Their Dynamic Neural Accelerator IP core stands out with a significant performance boost over GPUs.

M31 Technology

Taiwan-based M31 Technology Corporation opened its first overseas R&D design center in Bengaluru in October 2023. The center focuses on IP development, IC design, and EDA, reinforcing M31's global reach.

Micron

Micron Technology is investing \$2.75 billion in a new semiconductor facility in Sanand, Gujarat, focusing on DRAM assembly and testing. The project, supported by both central and state governments, is set to create up to 20,000 jobs and will significantly enhance Micron's production capacity.

The company plans to start construction this year, with Phase 1 (500,000 sq ft cleanroom) which would be operational by late 2024. Phase 2, similar in scale to Phase 1, is slated to start in the latter half of the decade.

AMD

AMD has inaugurated its largest global design center in Bengaluru. This new campus, with a 500,000 square feet area and part of AMD's \$400 million investment over five years, plans to employ around 3,000 engineers to work on high-performance CPUs, GPUs, SoCs, and FPGAs.

Texas Instruments

Texas Instruments (TI) has been a pioneer in India since 1985. Its Bengaluru center has evolved into a crucial R&D hub, contributing significantly to TI's global product development.

Nvidia

Nvidia has four engineering centers in India and collaborates with major Indian firms to build advanced AI data centers. This collaboration leverages Nvidia's cutting-edge technology to enhance AI capabilities across the country.



Qualcomm

Qualcomm has strengthened its presence in Chennai with a new design center, part of a Rs 177.27 crore investment. With additional centers in Bengaluru, Hyderabad, and Delhi, Qualcomm employs 4,000 engineers in India, focusing on global 5G R&D efforts.

Tata Group

Tata Group, one of India's largest and most influential conglomerates, has made a significant move into the semiconductor sector. In 2021, Tata announced plans to set up a \$300 million semiconductor assembly and test unit. This facility will focus on semiconductor packaging and testing, a crucial part of the semiconductor manufacturing process. Tata's foray into this domain aligns with its broader strategy to diversify its technology portfolio and tap into the growing demand for semiconductors in India and globally.

The Tata Group's entry into the semiconductor industry is expected to leverage its vast industrial experience and robust infrastructure. This initiative is not just a business expansion but a strategic move to position India as a significant player in the global semiconductor supply chain. Tata's venture is anticipated to create numerous high-tech jobs and foster innovation in semiconductor technology within India.

Vedanta-Foxconn

Vedanta, a major player in the mining and metals industry, has partnered with Foxconn, the world's largest contract electronics manufacturer, to invest \$15 billion in setting up semiconductor and display manufacturing units in India. This collaboration is a landmark development, given Foxconn's extensive experience in electronics manufacturing and Vedanta's strong industrial presence in India.

The Vedanta-Foxconn joint venture aims to establish semiconductor fabrication plants and display fabs, which are essential for producing integrated circuits and display panels used in a variety of electronic devices. The project is expected to significantly boost India's capabilities in semiconductor manufacturing and reduce dependence on imports. This partnership underscores the confidence global companies have in India's potential to become a semiconductor manufacturing hub.

ISMC Digital

ISMC Digital, a consortium of Abu Dhabi-based Next Orbit Ventures and Israel's Tower Semiconductor, has committed \$3 billion to establish a semiconductor manufacturing facility in Karnataka. This plant will have a capacity of 40,000 wafers per month, focusing on analog semiconductors used in automotive, consumer, and industrial applications.

Tower Semiconductor, a key player in analog integrated circuits, brings significant technological expertise to this venture. The ISMC project is expected to create a robust ecosystem for analog semiconductor manufacturing in India, complementing the country's efforts to diversify its semiconductor capabilities.

Intel: While Intel has not announced specific manufacturing plans in India, the company continues to expand its R&D and design capabilities in the country. Intel's significant investment in research and development centers in Bangalore and Hyderabad underscores its long-term commitment to India's semiconductor landscape. Intel operates several

GCCs in India, primarily for chip design and development. Although it currently does not manufacture chips in India, Intel collaborates with institutions like IIT Bombay to foster semiconductor research.

TSMC (Taiwan Semiconductor Manufacturing Company): As the world's largest semiconductor foundry, TSMC is a crucial player in the global semiconductor industry. TSMC has expressed interest in India as a potential location for future investments, given the country's strategic importance and supportive government policies. Although no specific plans have been finalized, TSMC's interest signals a positive outlook for India's semiconductor ambitions.

Samsung: Samsung, a global leader in memory and logic chip manufacturing, has been expanding its semiconductor business worldwide. The company has shown interest in India's semiconductor sector, particularly in setting up advanced semiconductor fabrication plants. Samsung's existing presence in India's consumer electronics and mobile manufacturing sectors provides a solid foundation for expanding into semiconductor manufacturing.

Homegrown Initiatives

In addition to global giants, several Indian companies are making strides in the semiconductor domain:

Bharat Electronics Limited (BEL): BEL, a leading state-owned enterprise in defense electronics, is exploring semiconductor manufacturing opportunities. The company plans to diversify its product portfolio to include semiconductors used in defense and aerospace applications.

SCL (Semiconductor Complex Limited): SCL, based in Chandigarh, has been a pioneer in India's semiconductor industry. It focuses on manufacturing specialized chips for strategic sectors, including space and defense. SCL is working on upgrading its facilities to enhance production capabilities and meet the growing demand for advanced semiconductors.



The need for technological expertise is another critical challenge. While India has a strong IT sector, semiconductor manufacturing processes are highly specialized and complex. Building expertise in these processes will require significant investment in training and development.

Infrastructure is another area that needs attention. Robust infrastructure, including stable power supply, water availability, and advanced logistics, is essential for semiconductor manufacturing. Addressing these infrastructure gaps is crucial to support the growth of the semiconductor industry.

Outlook for 2024

The semiconductor industry in India is poised for significant growth in 2024, driven by several key factors including government initiatives, increasing demand for electronic devices, and advancements in technology. Here's a detailed look at the outlook for this burgeoning sector:

Government Initiatives and Policies

The Indian government has been actively promoting the semiconductor sector through various initiatives and policy measures. The "Semicon India" program with an financial outlay of Rs 76,000 crore aims to make India a global hub for semiconductor design, manufacturing, and innovation. Substantial incentives, including production-linked incentives (PLI) and infrastructure support, are being provided to attract major global players and boost domestic capabilities.

Investments and Collaborations

2024 is expected to witness a surge in investments from both domestic and international companies. Collaborations with global tech giants are on the rise, bringing in advanced technologies and expertise. Companies like TSMC, Intel, and Samsung are exploring opportunities in India, signaling strong confidence in the country's potential as a semiconductor hub.

Rising Demand for Semiconductors

The demand for semiconductors in India is rapidly increasing due to the proliferation of smartphones, IoT devices, automotive electronics, and consumer electronics. The rollout of 5G technology is further expected to drive demand for advanced semiconductor components. This surge in demand is likely to accelerate the growth of the semiconductor industry in 2024.

Development of Semiconductor Manufacturing Ecosystem

India is making significant strides in developing a robust semiconductor manufacturing ecosystem. New fabrication plants and semiconductor manufacturing units are being established with the support of the government and private sector investments. These developments are expected to enhance India's manufacturing capabilities and reduce dependency on imports.

Focus on R&D and Innovation

Innovation and research and development (R&D) are key drivers for the semiconductor industry. India's focus on establishing semiconductor R&D centers and fostering innovation through collaborations with academic institutions and research organizations is expected to yield cutting-edge technologies and products. This focus on R&D will be instrumental in positioning India as a leader in the global semiconductor market.

Talent Development and Skill Enhancement

The availability of skilled talent is crucial for the growth of the semiconductor industry. India is investing in educational programs and training initiatives to develop a highly skilled workforce. Partnerships with leading technology institutes and universities are aimed at equipping professionals with the necessary skills and knowledge to thrive in the semiconductor sector.

Opportunities

India's semiconductor industry presents several compelling opportunities. Firstly, the domestic market is growing rapidly. With an expanding middle class and increasing digitization, the demand for electronic devices is surging, creating a robust market for semiconductors. This growth is driven by various sectors including automotive, consumer electronics, telecommunications, and IoT devices. Each of these sectors is seeing significant technological advancements, further fueling the demand for sophisticated semiconductor components.

India's strategic geopolitical positioning also offers a unique opportunity. Amid global supply chain disruptions and geopolitical tensions, many countries are seeking to diversify their supply chains away from traditional hubs like China. India, with its stable political environment and strategic location, is well-positioned to become an alternative semiconductor manufacturing hub.

Another significant opportunity lies in India's skilled workforce. The country has a vast pool of engineers and IT professionals, many of whom have experience in semiconductor design and software development. This talent pool can be leveraged to build a robust semiconductor manufacturing and design ecosystem.

Government support through various policy measures and incentives provides a conducive environment for the growth of the semiconductor industry. These initiatives aim to attract global investments, foster innovation, and enhance manufacturing capabilities, creating a favorable ecosystem for the semiconductor sector to thrive.

Challenges

Despite these opportunities, India's semiconductor industry faces several challenges. One of the most significant is the high capital expenditure required to set up semiconductor manufacturing units. Establishing a semiconductor fab involves substantial investment, often running into billions of dollars. This high entry barrier can deter potential investors.

Supply chain issues also pose a significant challenge. India currently lacks a comprehensive supply chain for semiconductor manufacturing, including the availability of raw materials, specialized equipment, and ancillary services. Developing this supply chain is crucial to support domestic manufacturing.

A SLOW ROAD TO RECOVERY IN 2024



The Indian smartphone market, once a growth juggernaut, navigated a challenging course in 2023. The year began with sluggish demand and a correction in shipment numbers, only to be partially offset by a strong second half.

India's smartphone market experienced a tepid growth of 1% year-over-year (YoY) in 2023, with a total of 146 million units shipped, according to IDC's Worldwide Quarterly Mobile Phone Tracker. The market showed resilience in the latter half of the year, growing by 11% YoY in 2H23, despite a significant 10% decline in the first half. Notably, the fourth quarter saw a robust 26% YoY increase, driven by several new model launches and higher-than-expected shipments.

This growth, however, comes amidst a backdrop of consumer demand stress, leading to excess inventory levels across sales channels. Even with price corrections and vendor schemes, the average selling price (ASP) hit a record \$255, marking a 14% YoY increase.

This continues the trend of double-digit ASP growth for the third consecutive year, hindering the market's recovery. The higher ASP is attributed to an increased share of premium-segment smartphones (\$600+), rising from 6% in 2022 to 10% in 2023, and a surge in 5G smartphone shipments, which now account for a record 55% of the market.

Shifting Channel Dynamics and Price Segments

Online channel shipments saw a 6% decline in 2023, dropping to 49% of total shipments from 53% in 2022. Conversely, offline channel shipments grew by 8% YoY, reflecting vendors' strategic retail expansion into smaller towns and cities and offering lucrative premium options.

In terms of price segments, the entry-level (sub-\$100) segment grew by 12% YoY, capturing 20% of the market, up from 18% in 2022. Xiaomi continued to dominate this segment, followed by POCO and Samsung. The mass budget segment (\$100-\$200), however, experienced a decline, with its share dropping to 44% from 51%, a 12% YoY decrease. Vivo, Realme, and Samsung together accounted for 53% of the shipments in this segment.

The entry-premium segment (\$200-\$400) remained flat at 21% market share, with Vivo and OnePlus leading the charge. The mid-premium segment (\$400-\$600) grew by 27% YoY, reaching a 5% share, with OnePlus maintaining a 35% share, followed by Samsung and Vivo.

The premium segment (\$600-\$800) saw a 23% growth, led by the iPhone 13, Galaxy S23/S23 FE, and OnePlus 11. Although Apple's share declined, Samsung's share more than doubled in this segment. The super-premium segment (\$800+) registered the highest growth at 86%, with its share rising from 4% to 7%. Apple led this segment with a 68% share, followed by Samsung at 30%.

The 5G Revolution and Foldable Phones

In 2023, 79 million 5G smartphones were shipped, with a notable increase in the mass budget segment (\$100-\$200), which now accounts for 35% of 5G shipments, up from 22% in 2022. The entry-premium segment (\$200-\$400) continues to dominate with a 38% share, although down from 49% in 2022. Top-shipped 5G models included Apple's iPhone 13 & 14, Samsung's Galaxy A14, Vivo's T2x, and Xiaomi's Redmi 12.

Foldable phones also saw significant traction, with nearly a million units shipped in 2023, and a 4% decline in ASP to \$1,236. Samsung continued to lead the foldable market, although its share dropped to 73% as other players like Motorola, Tecno, OnePlus, and OPPO entered the market.

Brand Performance and Market Leadership

Apple had a stellar year in India, shipping 9 million units despite having the highest ASP at \$940. This success was driven by strong sales of previous-generation iPhone models and a push for local manufacturing. The iPhone 13 and 14 were among the top five shipped models annually.

Samsung maintained its leadership position in the market with a record high ASP of \$338, despite a 5% YoY shipment decline. The Galaxy A14 was the highest-shipped device of 2023. Vivo (excluding iQOO) climbed to the second slot, with shipments and ASPs both growing by 8% and 9% respectively, making it the only brand among the top five to register growth.

Realme, despite challenges in the early part of the year, secured the third position, driven by affordable launches. Meanwhile, the feature phone market saw a resurgence, with 61 million units shipped, growing by 8% YoY.

While Samsung exited the feature phone segment, Transsion continued to lead, followed by Lava, and the entry of Reliance Jio's new 4G feature phone fueled growth in the second half of the year.

Indian Smartphone Manufacturing in 2023

India's smartphone manufacturing landscape has been evolving rapidly, with the country positioning itself as a significant player in the global supply chain. In 2023, the Indian government's Production Linked Incentive (PLI) scheme continued to attract major investments from both domestic and international players. This scheme, designed to boost local manufacturing and reduce dependence on imports, has been pivotal in transforming India into a global manufacturing hub.

According to data from the India Cellular & Electronics Association (ICEA), local production of smartphones in India reached 200 million units in 2023, a significant increase from previous years. This surge is largely driven by global giants like Apple, Samsung, and Xiaomi ramping up their local production capabilities.

Apple's commitment to India is particularly noteworthy, with the company manufacturing a substantial portion of its iPhone 13 and 14 models in the country, reflecting its strategy to diversify its supply chain away from China.

Samsung, another major player, expanded its manufacturing facilities in Noida, solidifying its position as one of the largest smartphone manufacturers in India. The company's focus on producing both budget and premium models locally has helped it maintain a strong market presence. Xiaomi and other Chinese brands like Oppo and Vivo have also significantly increased their local manufacturing, contributing to the overall growth in the sector.

Market Outlook and Future Prospects

According to Navkendar Singh, AVP, Client Devices Research at IDC India, the road to recovery for the smartphone market in 2024 looks strained and elongated. Concerns around income, inflationary stress, price increases, and inventory levels persist. The year 2023 focused on affordable 5G devices, timely price corrections, and offline channel

expansion by brands. Moving forward, greater efforts will be required, especially at entry-level price points, to drive organic growth.

IDC estimates a flat to low single-digit annual growth in 2024, primarily driven by upgraders in the \$200-\$400 segment, supported by financing schemes, extended warranties, and upgrade programs.

Global Factors and Market Challenges

The global smartphone market has faced several challenges, impacting the Indian market as well. The COVID-19 pandemic led to supply chain disruptions, which were further exacerbated by geopolitical tensions and semiconductor shortages. These factors contributed to increased production costs and delayed product launches, influencing market dynamics globally and in India.

Additionally, inflationary pressures have affected consumer purchasing power, leading to cautious spending behavior. Despite these challenges, the Indian market has shown resilience, driven by a young and tech-savvy population, increasing internet penetration, and a growing preference for digital services.

Conclusion: Navigating the Path Ahead

The Indian smartphone market stands at a crucial juncture, balancing between growth opportunities and persistent challenges. While the market showed resilience in 2023, the path to recovery in 2024 and beyond will require strategic efforts from manufacturers and retailers alike. Focusing on affordability, enhancing offline presence, and leveraging financing options will be key to unlocking the market's potential.

As the industry navigates these challenges, the role of 5G, premium segments, and innovative form factors like foldable phones will be instrumental in shaping the future landscape of India's smartphone market. The coming year will be pivotal in determining how well the market adapts to these dynamics and continues on its growth trajectory.

SMARTPHONE VENDORS MARKET SHARE 2023

Brands	2022 Market Share	2023 Market Share	Year-over-Year unit change
Samsung	18.10%	17.00%	-5.30%
Vivo	14.10%	15.20%	8.20%
Realme	14.50%	12.50%	-12.90%
Xiaomi	17.80%	12.40%	-29.60%
OPPO	11.90%	10.30%	-12.20%
Apple	4.60%	6.40%	38.60%
OnePlus	4.10%	6.10%	48.70%
Poco	3.20%	4.90%	54.20%
Infinix	2.30%	3.10%	39.80%
Tecno	2.40%	2.90%	19.90%
Others	7.00%	9.20%	33.00%
Total	100.00%	100.00%	0.80%

GROWTH, TRENDS, AND FUTURE PROSPECTS



India's IT software industry has long been a pillar of the country's economic growth, contributing significantly to GDP, employment, and global technological advancement. In 2023, this sector demonstrated remarkable resilience and adaptability, navigating through global challenges while capitalizing on emerging opportunities.

India's IT software sector stands as a cornerstone of the nation's economic framework, significantly influencing GDP and employment rates. Over the past few decades, it has cemented its reputation as a global leader in technological innovation and service delivery. 2023 was a pivotal year for this industry, characterized by both impressive growth and formidable challenges. The year saw the industry reaching new heights with a market size of \$227 billion, marking a 9% increase from the previous year, as reported by NASSCOM. This growth was fueled by an accelerated digital transformation across various sectors and an increased reliance on technology solutions in the wake of global disruptions.

The export revenue of \$194 billion underscored India's essential role as a global IT hub, supplying software solutions and services to businesses worldwide. Domestically, the market expanded to \$33 billion, thanks to the government's push for digital adoption through initiatives like Digital India. This dual growth trajectory highlights the industry's resilience and its critical role in the global and local economies.

Despite the robust growth, 2023 was not without its challenges. The industry had to navigate geopolitical tensions, talent shortages, and evolving cybersecurity threats. However, Indian IT firms showcased their agility by adapting to these hurdles through strategic investments in emerging technologies such as artificial intelligence (AI), cloud computing, and cybersecurity solutions. These investments not only addressed immediate challenges but also positioned the industry for future advancements.

The performance of major Indian software companies like TCS, Infosys, Wipro, HCL Technologies, and Tech Mahindra was a testament to the industry's health. These firms reported significant revenue growth, driven by their focus on digital transformation services, cloud solutions, and AI. Their strategic acquisitions, partnerships, and

expansion into new markets played a crucial role in sustaining their growth momentum.

Emerging trends such as increased cloud adoption, AI-driven solutions, and enhanced cybersecurity measures defined the industry's direction in 2023. These trends were driven by the need for businesses to stay competitive in a rapidly evolving digital landscape. Furthermore, the hybrid work model's popularity spurred the demand for remote work solutions, making it a crucial area of focus for IT companies.

Market Size and Growth

In 2023, the Indian IT software industry witnessed significant growth, reaching an estimated market size of \$227 billion, according to NASSCOM. This growth represents a year-over-year increase of approximately 9%, driven by the increasing adoption of digital technologies and a robust demand for software services globally. The export revenue from the IT software sector alone accounted for \$194 billion, highlighting India's position as a leading global IT services provider.

The domestic market, although smaller compared to exports, also showed robust growth. Government initiatives like Digital India and the push towards smart cities and digital infrastructure projects further fueled the demand for IT solutions within the country. The domestic IT software market was valued at \$33 billion, with a year-over-year growth of 12%.

Major Indian Software Companies and Their Performance

Tata Consultancy Services (TCS)

TCS, the largest Indian IT services company, continued its upward trajectory in 2023. The company reported a revenue of \$27 billion, marking a 10% growth compared to the previous year. TCS's growth was propelled by its strong focus on digital transformation services, cloud computing, and artificial intelligence (AI). The company's strategic investments in innovation and partnerships with leading global firms have further solidified its market position. TCS also expanded its geographic footprint, particularly in Europe and North America, through strategic acquisitions and new client wins.

Infosys

Infosys maintained its strong performance, with a revenue of \$18 billion in 2023, representing an 8% year-over-year increase. The company's emphasis on cloud services, AI, and automation solutions played a pivotal role in driving growth. Infosys also expanded its footprint in new markets through strategic acquisitions and partnerships, enhancing its service offerings and market reach. Notably, Infosys secured several large digital transformation projects with Fortune 500 companies, reinforcing its position as a leading global IT services provider.

Wipro

Wipro saw a moderate growth of 7%, with revenues reaching \$11 billion in 2023. The company's focus on digital transformation, cybersecurity, and enterprise solutions helped it secure significant contracts from global clients. Wipro's investment in building capabilities in emerging technologies like blockchain and IoT further bolstered its market position. The company also launched several new initiatives aimed at driving innovation and fostering a culture of continuous learning among its workforce.

HCL Technologies

HCL Technologies reported a revenue of \$12 billion in 2023, reflecting a 9% growth from the previous year. The company's strong performance was driven by its robust product engineering services, digital platforms, and cloud solutions. HCL's focus on innovation and its strategic acquisitions in the software product space significantly contributed to its growth. The company continued to invest in its Mode 1-2-3 strategy, which emphasizes core services, new-age digital technologies, and innovative products.

Tech Mahindra

Tech Mahindra achieved a revenue of \$7 billion, growing by 6% in 2023. The company's expertise in telecommunications, healthcare, and BFSI sectors, combined with its digital transformation capabilities, helped it secure major deals. Tech Mahindra's emphasis on building a sustainable digital future through its 'TechM NXT.NOW' framework also resonated well with clients. The company launched several new digital solutions aimed at enhancing customer experience and operational efficiency.



Emerging Trends

1. Digital Transformation and Cloud Adoption

Digital transformation continued to be a key driver of growth for the Indian IT software industry. Organizations across the globe accelerated their digital initiatives, leading to increased demand for cloud

computing, AI, and machine learning (ML) solutions. According to IDC, cloud services spending in India grew by 30% in 2023, highlighting the critical role of cloud adoption in business transformation. Companies leveraged cloud platforms to enhance scalability, reduce costs, and improve business agility.

2. Artificial Intelligence and Machine Learning

AI and ML technologies gained significant traction in 2023, with companies leveraging these technologies to enhance operational efficiency, customer experience, and decision-making processes. Indian IT firms have been at the forefront of AI innovation, developing advanced solutions for various industries, including healthcare, finance, and retail. The adoption of AI-driven analytics and automation tools enabled organizations to derive actionable insights from large datasets and automate routine tasks.

3. Cybersecurity

With the rise in digital transformation, cybersecurity became a top priority for organizations. Indian IT companies invested heavily in building robust cybersecurity frameworks and solutions to protect their clients from evolving cyber threats. The demand for managed security services, threat intelligence, and incident response solutions saw substantial growth. Indian firms also collaborated with global cybersecurity providers to enhance their capabilities and address complex security challenges.

4. Remote Work and Collaboration Tools

The hybrid work model continued to gain popularity in 2023, driving the demand for remote work and collaboration tools. Indian IT firms developed and deployed advanced collaboration platforms, virtual desktop infrastructure (VDI), and secure remote access solutions to support the evolving work environment. These solutions enabled organizations to maintain productivity and ensure seamless communication and collaboration among remote teams.

Challenges

1. Talent Shortage

One of the significant challenges faced by the Indian IT software industry in 2023 was the talent shortage. The rapid pace of technological advancements created a demand-supply gap for skilled professionals in areas such as AI, cybersecurity, and cloud computing. Companies invested in reskilling and upskilling initiatives to bridge this gap, but the issue persisted. The industry also faced challenges in retaining top talent due to increasing competition from global tech firms.

2. Geopolitical Uncertainties

Geopolitical uncertainties, including trade tensions and regulatory changes in key markets like the US and Europe, posed challenges for Indian IT firms. These uncertainties impacted the business environment and necessitated strategic adjustments to mitigate risks. Companies had to navigate complex regulatory landscapes and adapt to changing trade policies to ensure business continuity.

3. Cybersecurity Threats

The increasing frequency and sophistication of cyberattacks posed a significant challenge for the industry. Indian IT companies had to continuously enhance their cybersecurity measures and invest in advanced security technologies to protect their clients' data and systems. The rise in ransomware attacks and data breaches highlighted the need for robust security frameworks and proactive threat management strategies.

Opportunities

1. Expanding Domestic Market

The domestic market in India presented significant growth



opportunities for IT software companies. Government initiatives such as Digital India and the push for digital inclusion created a conducive environment for the adoption of IT solutions across various sectors, including healthcare, education, and agriculture. The government's focus on building digital infrastructure and promoting e-governance initiatives also contributed to the growth of the domestic IT market.

2. Emerging Technologies

The adoption of emerging technologies such as blockchain, IoT, and quantum computing opened new avenues for growth. Indian IT firms have been actively investing in these technologies to develop innovative solutions and gain a competitive edge in the global market. Companies explored new use cases for blockchain in areas such as supply chain management, financial services, and healthcare.

3. Strategic Partnerships and Acquisitions

Strategic partnerships and acquisitions emerged as a key growth strategy for Indian IT companies. Collaborating with global technology firms and acquiring niche technology providers enabled Indian companies to expand their service offerings and enter new markets. These partnerships also facilitated knowledge exchange and innovation, helping companies stay ahead of the competition.

The Road Ahead

Looking ahead, the Indian IT software industry is poised for continued growth, driven by digital transformation, innovation, and the expanding global market. Here are some key trends and predictions for 2024:

1. Increased Focus on Sustainability

Sustainability will become a significant focus area for Indian IT companies. There will be a growing emphasis on developing environmentally friendly solutions and adopting sustainable business practices to reduce the carbon footprint. Companies will invest in green technologies and renewable energy sources to promote sustainability and address climate change challenges.

2. Enhanced AI and Automation

AI and automation will continue to drive innovation in the IT software industry. Companies will invest in advanced AI capabilities to develop intelligent solutions that can automate complex tasks, enhance decision-making, and improve customer experiences. The integration of AI with IoT and blockchain will enable the development of smart, connected solutions for various industries.

3. Expansion in Tier-2 and Tier-3 Cities

The expansion of IT services into tier-2 and tier-3 cities in India will gain momentum. These cities offer a vast talent pool, lower operational costs, and untapped market potential, making them attractive destinations for IT companies to set up development centers and offices. The growth of digital infrastructure and improved connectivity in these regions will further support this trend.

4. Focus on Cybersecurity

With the increasing digitalization of businesses, cybersecurity will remain a top priority. Indian IT firms will continue to invest in advanced security technologies, threat intelligence, and incident response capabilities to safeguard their clients' digital assets. The rise in cyber threats will drive the demand for comprehensive security solutions and managed security services.

5. Growth in Healthtech and Edtech

The healthcare and education sectors will witness significant growth in the adoption of IT solutions. Indian IT companies will develop innovative healthtech and edtech solutions to address the evolving needs of these sectors, enhancing accessibility and efficiency. The use of AI, IoT, and data analytics in healthcare and education will drive the development of personalized and data-driven solutions.

Conclusion

The Indian IT software industry demonstrated resilience and adaptability in 2023, navigating challenges and capitalizing on opportunities. With a strong foundation, a focus on innovation, and a commitment to sustainability, the industry is well-positioned for continued growth.

India is the topmost offshoring destination for IT companies across the world. Having proven its capabilities in delivering both on-shore and off-shore services to global clients, emerging technologies now offer an entire new gamut of opportunities for top IT firms in India.

The IT spending in India is estimated to record a double-digit growth of 11.1% in 2024, totalling US\$ 138.6 billion up from US\$ 124.7 billion last year. India's public cloud services market grew to US\$ 3.8 billion in 1H2023, expected to reach US\$ 17.8 billion by 2027. By 2026, widespread cloud utilisation can provide employment opportunities to 14 million people and add US\$ 380 billion to India's GDP. As per a survey by Amazon Web Services, India is expected to have nine times more digitally skilled workers by 2025.

Top 10 IT Companies in India (Revenue in \$Bn, FY23-24)			
Sr. No	Company Name	Head quarter	Revenue
1	TCS	Mumbai	\$29.08
2	Infosys	Bengaluru	\$18.6
3	HCL Tech	Noida	\$13.3
4	Wipro	Bengaluru	\$10.8
5	Tech Mahindra	Pune	\$6.27
6	LTI Mindtree	Mumbai	\$4.28
7	Mphasis	Bengaluru	\$1.59
8	Hexaware Tgechnologies	Mumbai	\$1.3
9	Persistent Systems	Pune	\$1.19
10	Coforge	Noida	\$1.12

A YEAR OF GROWTH AND TRANSFORMATION



The Indian telecom industry, recognized as one of the fastest-growing telecom markets globally, serves as a pivotal element in India's digital revolution and economic development. With its vast subscriber base and continuous technological advancements, the sector plays a crucial role in connecting people, fostering innovation, and driving economic growth. The industry's evolution over the years has been marked by significant milestones, including the proliferation of mobile connectivity, the advent of 4G services, and the ongoing deployment of 5G technology.

In 2023, the Indian telecom industry navigated through a landscape of rapid technological changes, competitive dynamics, and evolving consumer demands. This year saw a substantial increase in subscriber numbers, enhanced revenue streams, and several key developments among major telecom service providers. The sector's resilience and adaptability were evident as it continued to expand its reach and improve service quality despite facing challenges such as regulatory pressures, financial stress, and the need for substantial capital investments in new technologies.

The competitive landscape was primarily dominated by three major players: Reliance Jio, Bharti Airtel, and Vodafone Idea. Each of these telecom giants undertook strategic initiatives to solidify their market positions, enhance network capabilities, and introduce innovative services to meet the growing demand for high-speed connectivity and digital services. The year was also marked by significant policy reforms by the Indian government, aimed at providing financial relief to telecom operators and encouraging investments in infrastructure and technology.

Moreover, the increased adoption of digital services, driven by the surge in data consumption due to remote work, online education, and entertainment, highlighted the sector's critical role in supporting the digital ecosystem. As the industry embraced new technologies and expanded its service offerings, it also faced the challenge of ensuring affordability and accessibility for all segments of the population, particularly in rural and underserved areas.

The Market

The Indian telecom sector saw substantial growth in 2023, building on the momentum from 2022. According to data from the Telecom Regulatory Authority of India (TRAI), the number of telecom subscribers increased from 1.15 billion in December 2022 to 1.19 billion by March 2024. This growth was primarily driven by rural expansion and the increasing affordability of smartphones and data plans.

The subscriber base expanded due to several factors, including aggressive marketing campaigns, attractive data packages, and the widespread availability of low-cost smartphones. Rural areas, which had previously lagged in telecom penetration, saw significant uptake due to government initiatives and infrastructure investments by telecom companies. The rural subscriber base grew by 5% year-on-year, compared to a 2% growth in urban areas.

Wireless Subscribers: Wireless services remain the dominant segment, with the total number of wireless subscribers increasing from 1.14 billion in December 2022 to 1.17 billion by March 2024. The growth in wireless subscribers was fuelled by affordable prepaid plans, enhanced 4G network coverage, and the initial rollout of 5G services. Rural areas saw a particularly strong uptake, with wireless subscriptions growing by 6% year-on-year in these regions. This was facilitated by network expansions and targeted marketing efforts by telecom operators.

Wired Subscribers: The wired segment, although significantly smaller than wireless, also showed positive growth. The number of wired subscribers grew from 24 million in December 2022 to 26 million by March 2024. The increase was driven by the rising demand for reliable high-speed internet services, particularly for home and small business use. Operators focused on expanding their fiber-to-the-home (FTTH) networks to cater to this demand, offering competitive pricing and bundled services.

Broadband Subscribers: Broadband services, encompassing both wired and wireless, witnessed a robust increase in subscriptions. Total broadband subscribers rose from 825 million in December 2022 to 924 million by March 2024. This growth was propelled by the surge in data consumption due to remote work, online education, and streaming services. Wireless broadband, in particular, saw a significant uptick, accounting for the majority of new subscriptions, while wired broadband continued to gain traction in urban and semi-urban areas.

Top five service providers constituted 98.36% market share of the total broadband subscribers at the end of March-24. These service providers were Reliance Jio with 481.07 million, Bharti Airtel 273.23 million, Vodafone Idea 127.69 million, BSNL 24.70 million and Atria Convergence with 2.25 million subscribers.

Revenue for the industry also saw a notable increase. The gross revenue of the telecom sector grew from INR 2.65 trillion in 2022 to INR 2.85 trillion in 2023, marking an 8% growth. This increase was driven by higher data



consumption, with average revenue per user (ARPU) rising from INR 144 in 2022 to INR 158 in 2023. The surge in data usage was propelled by the proliferation of video streaming services, online education, and remote working trends.

As on 31st March, 2024, the private telecom operators held 92.26% market share of the wireless subscribers whereas BSNL and MTNL, the two PSU access service providers, had a market share of only 7.74%.

The Players

2023 was a year of significant developments for major telecom service providers in India. Each of the top players—Reliance Jio, Bharti Airtel, and Vodafone Idea—undertook strategic initiatives to strengthen their market positions and enhance service offerings.

Reliance Jio

Reliance Jio continued to dominate the market with its aggressive expansion and innovation strategies. In 2023, Jio launched its 5G services in major metropolitan areas, marking a pivotal moment in India’s telecom landscape. The rollout of 5G was accompanied by the introduction of affordable 5G-enabled smartphones, which further accelerated subscriber growth.

➤ **Wireless Subscribers:** Jio added approximately 30 million new wireless subscribers in 2023, bringing its total to 450 million by March 2024. The growth was driven by competitive pricing and extensive network coverage. Jio’s strategic focus on rural penetration and digital inclusion also played a significant role.

➤ **Wired Subscribers:** JioFiber, the company’s fiber broadband service, expanded its footprint to over 200 new cities. The wired subscriber base grew from 5 million in December 2022 to 8 million by March 2024, reflecting a strong demand for high-speed internet services in both urban and semi-urban areas.

➤ **Broadband Subscribers:** Jio’s broadband subscriber base saw substantial growth, with the total number of broadband subscribers reaching 450 million by March 2024. This growth was bolstered by attractive data plans, bundling of services like JioTV and JioSaavn, and enhanced network reliability.

Jio’s focus on digital services, including JioMart, JioTV, and JioSaavn, contributed significantly to its revenue growth. The company reported a 10% increase in its subscriber base and a corresponding rise in ARPU.

Bharti Airtel

Bharti Airtel maintained its competitive edge through strategic investments in network infrastructure and customer service. Airtel’s 5G services were launched in several key cities, with plans for nationwide coverage by the end of 2024. The company’s “Project Leap,” aimed at network expansion and quality improvement, saw an investment of INR 200 billion in 2023.

➤ **Wireless Subscribers:** Airtel’s wireless subscriber base grew from 355 million in December 2022 to 370 million by March 2024. The growth was driven by superior network quality, customer service, and innovative offerings such as Airtel Black, a bundled service package.

➤ **Wired Subscribers:** Airtel Xstream fiber broadband services expanded significantly, with the wired subscriber base increasing from 4 million to 6 million during the same period. Airtel’s aggressive expansion in urban and semi-urban areas, along with competitive pricing, contributed to this growth.

➤ **Broadband Subscribers:** Airtel’s total broadband subscriber base reached 375 million by March 2024, reflecting a substantial increase in both wireless and wired broadband subscriptions. The company’s focus on high-speed internet and value-added services, such as Airtel Xstream and Wynk Music, played a crucial role in attracting new subscribers.

Airtel’s ARPU increased by 12%, driven by higher data usage and premium service offerings. The company also focused on expanding its Airtel Xstream fiber broadband services, which saw a 25% increase in

subscribers. Airtel’s digital platforms, such as Airtel Thanks, Wynk Music, and Airtel Payments Bank, played a crucial role in enhancing customer engagement and revenue diversification.

Vodafone Idea

Vodafone Idea faced significant challenges in 2023, including financial stress and intense competition. Despite these hurdles, the company managed to stabilize its operations and focus on network improvement. Vodafone Idea launched its 5G services in select cities and invested in upgrading its existing 4G infrastructure to enhance service quality.

➤ **Wireless Subscribers:** Vodafone Idea’s wireless subscriber base remained relatively stable at around 250 million by March 2024, compared to 255 million in December 2022. The company faced stiff competition and struggled to attract new subscribers due to financial constraints and network quality issues.

➤ **Wired Subscribers:** Vodafone Idea’s wired subscriber base saw modest growth, reaching 1.5 million by March 2024. The company’s focus on urban centers and competitive pricing helped in retaining and slightly increasing its wired subscriber base.

➤ **Broadband Subscribers:** Vodafone Idea’s broadband subscriber base, predominantly wireless, reached 250 million by March 2024. The company’s efforts to enhance data services and network reliability were critical in maintaining its subscriber base.

The company’s subscriber base remained stable, but it struggled with declining ARPU, which stood at INR 129 in 2023. Vodafone Idea’s strategic focus on cost optimization and partnerships, such as its collaboration with Google Cloud for digital transformation, aimed at long-term sustainability.

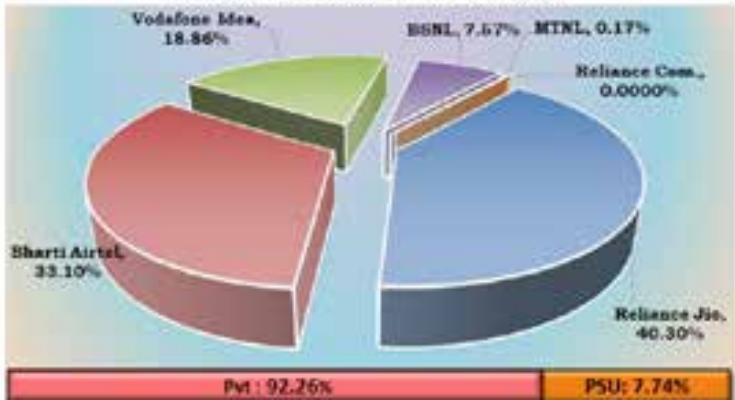
BSNL

By the end of March 2024, the wireless subscriber base of the state run telecom operator BSNL has reduced to 88 million despite being a pan-India player. It has 24.7 million broadband users, of which 4 million are wired broadband users while the rest 20.7 million are wireless broadband users. Once a leader among the wireline service providers, BSNL also has reduced to the number 3 player in that category with only 6.5 million subscribers out of India’s total 33.8 million wireline or landline user base.

The company is currently rolling out is 4G services using telecom gears from ITI and TCS. In August 2023, Tejas Networks won a Rs 7492 crore contract to supply 4G/5G RAN for BSNL’s pan-India network.

Till December 2023, the company’s revenue rose 1.2% to touch Rs 12,915 crore.

Access Service Provider-wise Market Shares in term of Wireless Subscribers as on 31st March, 2024



Major Announcements and Strategic Initiatives

2023 witnessed several major announcements and strategic initiatives from the Indian telecom sector. These included mergers, acquisitions, partnerships, and policy reforms that shaped the industry’s trajectory.

One of the most notable developments was the acquisition of a significant stake in Vodafone Idea by a consortium led by Aditya Birla Group and Vodafone Group. This infusion of capital aimed to reduce the company’s

debt burden and fund its 5G expansion plans. The acquisition was seen as a crucial step towards stabilizing Vodafone Idea and ensuring its competitive presence in the market.

Strategic partnerships were another highlight of 2023. Reliance Jio partnered with global tech giants like Google and Facebook to develop innovative digital services and enhance user experience. Bharti Airtel collaborated with Ericsson and Nokia for its 5G network deployment, leveraging their expertise to ensure a robust and efficient rollout.

The Indian government introduced several policy reforms to support the telecom sector’s growth. The reduction of license fees and spectrum usage charges, along with the extension of the moratorium on adjusted gross revenue (AGR) payments, provided much-needed relief to telecom operators. These reforms aimed to improve the financial health of the industry and encourage further investments in infrastructure and technology.

Outlook for 2024

Looking ahead, the Indian telecom industry is poised for continued growth and transformation in 2024. Several key trends and developments are expected to shape the industry’s future.

5G Expansion

The full-scale rollout of 5G services across India will be a major focus in 2024. Telecom operators are expected to invest heavily in network infrastructure to ensure widespread coverage and seamless connectivity. The adoption of 5G is anticipated to drive significant growth in data consumption and enable new applications in areas such as IoT, smart cities, and industrial automation.

Digital Services and Content

Digital services and content delivery will continue to be a crucial growth area for telecom operators. The increasing demand for online entertainment, remote education, and digital payments will drive higher data usage and ARPU. Telecom companies will likely invest in developing and expanding

their digital ecosystems to offer a comprehensive suite of services to consumers.

Financial Health and Consolidation

Improving financial health remains a priority for the industry, particularly for players like Vodafone Idea. Strategic investments, cost optimization, and policy support will be essential to ensure sustainability and competitiveness. The industry may also witness further consolidation, with potential mergers and acquisitions aimed at achieving economies of scale and operational efficiencies.

Regulatory Environment

The regulatory environment will play a significant role in shaping the industry’s future. Continued government support through favorable policies and reforms will be critical in driving growth and innovation. The focus on improving ease of doing business, enhancing spectrum management, and promoting fair competition will be vital for the industry’s development.

Conclusion

The Indian telecom industry experienced a transformative year in 2023, marked by significant growth in subscriber numbers, revenue, and technological advancements. Major telecom service providers, including Reliance Jio, Bharti Airtel, and Vodafone Idea, undertook strategic initiatives to enhance their market positions and service offerings. Policy reforms and government support played a crucial role in sustaining the industry’s growth momentum.

As the industry moves into 2024, the focus on 5G expansion, digital services, financial health, and regulatory support will be key drivers of continued growth and innovation. The Indian telecom sector is well-positioned to play a pivotal role in the nation’s digital transformation, driving economic development and improving connectivity for millions of users.

Highlights of Telecom Subscription Data as on 31st March, 2024			
Particulars	Wireless	Wireline	Total (Wireless+ Wireline)
Broadband Subscribers (Million)	884.01	40.06	924.07
Urban Telephone Subscribers (Million)	634.47	30.92	665.38
Net Addition in March, 2024 (Million)	-1.64	0.62	-1.02
Monthly Growth Rate	-0.26%	2.06%	-0.15%
Rural Telephone Subscribers (Million)	531.02	2.88	533.90
Net Addition in March, 2024 (Million)	2.49	0.06	2.55
Monthly Growth Rate	0.47%	2.21%	0.48%
Total Telephone Subscribers (Million)	1165.49	33.79	1199.28
Net Addition in March, 2024 (Million)	0.85	0.69	1.54
Monthly Growth Rate	0.07%	2.07%	0.13%
Overall Tele-density*(%)	83.27%	2.41%	85.69%
Urban Tele-density*(%)	127.51%	6.21%	133.72%
Rural Tele-density*(%)	58.87%	0.32%	59.19%
Share of Urban Subscribers	54.44%	91.49%	55.48%
Share of Rural Subscribers	45.56%	8.51%	44.52%
Source: TRAI			

Acer addresses evolving customer needs by consistently pushing technological boundaries



SANJEEV MEHTANI

Chief Sales Officer, Acer India

BRAND POWER

Acer offers a comprehensive range of products under one roof, including desktops, laptops, AIO (All-in-One) computers, tablets, servers, Monitors, Interactive Flat Panels and projectors. This extensive portfolio enables the brand to provide full-fledged IT hardware solutions, offering convenience to its customers and enterprises. With a diverse and integrated product lineup, Acer has a unique advantage over other players in the market.

Acer prioritizes innovation, consistently pushing technological boundaries to meet evolving customer needs across various devices. By manufacturing most components locally, Acer optimizes its supply chain, ensuring quality and efficiency. It aims to make cutting-edge technology accessible to all, focusing on customer needs rather than brand recognition. By prioritizing these aspects and investing in research, operational efficiency, and customer engagement, Acer is confident in sustaining and enhancing its brand's value proposition in 2024 and beyond.

BRAND VIRTUE

Acer prioritizes data-driven insights to gauge brand awareness and perception, which play a crucial role in informing its strategic brand decisions. By thoroughly analyzing metrics such as social media engagement, website traffic, customer feedback, and market research data, Acer gains valuable insights into how the brand is perceived by both consumers and stakeholders alike. By tracking key performance indicators related to brand sentiment, reach, and resonance, it allows Acer to pinpoint areas of strength as well as opportunities for improvement. These insights serve as a foundation for tailoring its messaging, refining marketing strategies, and optimizing product offerings to better resonate with its target audience.

By harnessing martech solutions, Acer further enhances its capabilities in data analytics, enabling it to gain deeper insights into consumer behavior, preferences, and trends. This empowers Acer to develop more targeted and personalized campaigns, ultimately strengthening the brand's connection with the audience in today's dynamic digital landscape.

BRAND STYLE GUIDE

Acer ensures seamless communication strategies across all touchpoints, whether its B2C website or retail stores. From pre-purchase inquiries to post-purchase support, customers encounter consistent communication experiences. Acer's online platform features dedicated consultants who assist users in product selection through chat and call services, mirroring the personalized assistance available in its physical stores. This guarantees that customers receive the same level of service and support, regardless of their preferred purchasing channel. Furthermore, Acer's commitment to consistency extends to its product offerings and promotions, ensuring a uniform experience regardless of where customers choose to make their purchases. Training is the integral part at Acer.

BRAND MESSAGING

At Acer, the core focus lies in a commitment to empowering individuals and businesses through cutting-edge technology solutions. Innovation, reliability, and competitive pricing are the cornerstones of its approach, ensuring that its offerings seamlessly align with the ever-evolving needs of customers. To deliver a unified brand experience across all



touchpoints, Acer embraces a clear and resonant message that highlights Acer's dedication to innovation and customer satisfaction. Through integrated marketing communications across diverse channels, Acer engages with its audience comprehensively, fostering meaningful connections at every interaction.

Moreover, Acer understands the importance of online reputation management in today's digital landscape. By actively listening to and addressing customer feedback with promptness and care, Acer does not only safeguard its brand image but also nurtures trust and loyalty among its valued clientele.

BRAND INNOVATION

Acer, based in Taiwan, gains a significant advantage from its location in the heart of the technology sector's research and development hub. This strategic position allows Acer to have exceptional access to the latest technological advancements shaping the market. Central to its operations is a strong commitment to innovation, which drives the brand to continuously invest in R&D, maintaining its leading position. This dedication ensures that Acer incorporates the most advanced technologies into its products, delivering high-quality solutions that meet the changing needs of customers. Additionally, Acer prioritizes manufacturing excellence by implementing top-tier processes to uphold strict quality standards across its entire product range.



acer

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THE ACER RANGE OF PRODUCTS.**





Bolstering its commitment to help build a truly self-reliant Bharat

BRAND POWER

CP PLUS is dedicated to spreading a sense of security to every corner of India. With a deep understanding of the evolving security needs, CP PLUS offers customized solutions for corporates, public enterprises, educational institutions, governments and entire smart cities.

As the demand for reliable security solutions is increasing across various sectors, CP PLUS has been playing a pivotal role in making advanced security and surveillance solutions readily available. We cater to diverse project requirements, such as Oil & Gas, Banking, Transport, Law Enforcement, Healthcare and Retail, and more developing specific products and integrated solutions for each sector.

CP PLUS champions the “Made-in-Bharat” ethos, harnessing India’s capabilities to take the nation onto the global stage. Producing to meet the needs of the growing India, CP PLUS has set up one of the largest manufacturing facilities for surveillance products. With a total capacity of more than 2.5 Million units per month, this facility can be further expandable up to 5 Million to cater to global security demands.

The CP PLUS manufacturing facility in Kadapa, Andhra Pradesh has been integrated with state-of-the-art equipment, an air-conditioned and dust-free manufacturing area with ESD Flooring, multiple advanced and Fuji-made High-Speed SMT Lines, Camera assembly lines, packaging lines, MI and DVR FA lines and a myriad of testing equipment.

In order to accomplish the PM’s initiative for Atmanirbhar and to make India truly self-reliant, CP PLUS is on its way to adopt further Backward Integration of all components of Cameras and Recorders by producing Housing parts, Adapters, Cables, bare PCBs, etc. locally in India.

Brand Virtue

The last year saw the opening of 7 CP PLUS World Experience Centers and over 35 CP PLUS Galaxy Stores, making CP PLUS security solutions readily available nationwide. Hundreds of more Galaxy Stores are set to open in Tier-II, III, and IV towns this year.

The profound commitment to partner and channel growth through streamlined go-to-market strategies is the key. These Galaxy Stores initiative transcends business expansion, fostering self-reliance and innovation across sectors. By expanding in smaller towns, CP PLUS nurtures local talent and entrepreneurship, offering communities access to state-of-the-art security solutions.

Leading the charge to improve and educate the security workforce, CP PLUS has also been organizing technology shows across the country on a regular basis. With thousands of participants excited to learn about the marvelous technological advancements CP PLUS is bringing to their town, each show witnesses huge engagement, where Distributors & System Integrators join the brand to upscale themselves and be more technologically advanced.

Through the Mission Tech program, CP PLUS provides comprehensive training and support, equipping partners to excel in the competitive



ADITYA KHEMKA

Managing Director, CP PLUS (Aditya Group)

“At the heart of CP PLUS lies a profound commitment to enhancing partner and channel growth through streamlined go-to-market strategies.”

security market. This includes training programs, workshops, and certification courses, enhancing customer satisfaction and building brand loyalty. Over the years, CP PLUS has successfully engaged over 50,000 partners across the country.

Brand Message

At CP PLUS, innovation is at the core of our operations. We aim to build India into a global R&D Hub, capable of meeting the evolving needs of the global surveillance market. We have already established our R&D centers in Gurgaon and Manesar and will soon also have an Offshore Development Center operating as well.

We continually invest in research and development to introduce cutting-edge products that meet the changing demands of the market. Our focus on AI and IoT integration has positioned us as leaders in smart surveillance solutions.

Looking ahead, CP PLUS aims to expand its footprint both domestically and internationally. Our goal is to be the leading provider of integrated security solutions globally. We plan to continue our focus on innovation, partner success, and market expansion to achieve this vision.

Reiterating our almost 2 decades long journey having played the leading role in developing the surveillance industry in the country, we are further determined to realize the inherent potential of Bharat. Celebrating the spirit of Indian-ness, CP PLUS is focused on turning Bharat into a global powerhouse.

SECURING **BHARAT** with Pride



**In-house R&D
Capability**



**Empowering Women
Workforce**



**Creating Job
Opportunities**



**Upskilling the
Nation**

**MADE IN
Bharat**
Researched • Developed • Manufactured IN BHARAT





Alpha Max offers high end solutions in the network space to encourage a strong digital infrastructure



PRASHANT MISHRA

Director
Alpha Max Technologies Pvt. Ltd.

BRAND POWER

The vision at Alpha Max is to attain quality as the trademark and create a stamp of innovative and high usability products at its core. Alpha Max is a space where collaborations and innovations align together to solve problems and provide unique solutions.

Alpha Max intends to stay ahead of the trend by progressively proposing newer and higher end solutions in the network space to provide a stronger digital infrastructure for government and private businesses. It intends to tell Stories and case studies to further enhance what goes behind the show to increase the brand value.

BRAND VIRTUE

As a brand which is in inception, Alpha Max sees qualitative analysis as its core rather than quantitative one. It tends to focus on creating and promoting channel partners and create activities around them. From maintaining a social hygiene of the brand to actively participating in talk of the town – Alpha Max adheres to the fact that its ideas and solutions are discussed and promoted.

BRAND STYLE GUIDE

With red as a colour for the brand - Alpha Max, it radiates energy, enthusiasm and passion. It maintains and standardises the brand structure from social media to its website and below the line assets. Alpha Max sees the growth of its channel partners as the major KPI for its brand strategy at the moment.

BRAND MESSAGING

Alpha max cites a balance between efficient and practical solutions from concept to inception and provides a range of advantageous alternatives to those solutions. Its value proposition lies in the fact

Alpha Max intends to stay ahead of the trend by progressively proposing newer and higher end solutions in the network space to provide a stronger digital infrastructure for government and private businesses. It intends to tell Stories and case studies to further enhance what goes behind the show to increase the brand value.

that it creates its own product set and focuses on “Make in India” as a growth goal. The food for thought is to be consistent in delivering the same message to its customers and partners using tools like workshops, conferences, channel partner meet ups, social media, website, blogs and more.

Alpha Max provides regular training to its customer-facing teams to ensure they understand the brand voice, messaging guidelines, and communication protocols. This helps maintain consistency in how its team members interact with customers and respond to inquiries.

BRAND INNOVATION

Product development sits at the heart of Alpha Max. The R&D team ensures to find solutions of uncanny loops and find situational advantages to develop an economical, efficient and reliable product or to customise a balanced solution in providing a complete range of services. Alphamax understands that investing in R&D today will give an edge and will also bring opportunities in the long term. It will help to increase productivity and profitability, besides enhancing the brand value while also being more competitive in the marketplace. The brand can also act fast to the specific or changing needs of the business. Keeping research in-house can also prevent leakage of information or intellectual property outside of the organisation.



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Alcatel-Lucent Enterprise Carrying a 100 year legacy ahead

BRAND POWER

Alcatel-Lucent Enterprise delivers the customized technology experiences enterprises need to make everything connect. It provides digital-age networking, communications and cloud solutions with services tailored to ensure customers' success, with flexible business models in the cloud, on premises, and hybrid. All solutions have built-in security and limited environmental impact. Alcatel-Lucent Enterprise is recognized as having a Comprehensive Strategy in addressing areas such as unified access, IoT automatic containment, smart analytics that provide a strong strategy targeting enterprise IT pain points.

Over 100 years of innovation have made Alcatel-Lucent Enterprise a trusted advisor to more than a million customers all over the world. With headquarters in France and 3,400 business partners worldwide, Alcatel-Lucent Enterprise achieves an effective global reach with a local focus.

Alcatel-Lucent Enterprise developed vertical-focused offers to address the specific needs of customers across various industries, including education, energy/utilities, government, healthcare, hospitality and transportation. This resulted in the development of innovative solutions such as remote learning, emergency notifications along with many other industry relevant solutions. This positioning is recognized by industry analysts globally as a core strength and a differentiator within the market.

The number of connected devices is exponentially growing across all industries and geographies as businesses move through the mobile and digital era. Alcatel-Lucent Enterprise provides the communications and network solutions to enable these devices to be connected in an intelligent way.

Alcatel-Lucent Enterprise is recognized as a global competitor in the communications markets, holding a strong competitive position in the business communications and data networking spaces by the leading Analyst firms such as Gartner, IDC, Frost & Sullivan and GlobalData besides many more. Alcatel-Lucent Enterprise is continually represented in key vendor comparison publications such as Gartner Magic Quadrant, IDC MarketScape, Frost & Sullivan.

A good amount of R&D works and global support services are operated out of India and therefore Alcatel-Lucent Enterprise India's and activities conducted in India, are important to the group. All possible opportunities to expand operations in India are regularly considered and assessed at its executive management level.

This is Alcatel-Lucent Enterprise's commitment to "Make in India" initiative and the company will continue to consider investment opportunities in India.



PRASATH L RAO

Country Director & Region Head - India & South Asia, Alcatel-Lucent Enterprise

BRAND INNOVATION

Analysts acknowledge Alcatel-Lucent Enterprise's technology advancements and continuous innovation and the fact these are done in-house which offers many significant advantages, namely a greater consistency and unity across their full technology stack. This helps to ensure the simplicity and reliability of their network, a key aim for Alcatel-Lucent Enterprise. Alcatel-Lucent Enterprise is recognized as having a Comprehensive Strategy in addressing areas such as unified access, IoT automatic containment, smart analytics that provide a strong strategy targeting enterprise IT pain points.

This extends across Alcatel-Lucent Enterprise's Networking and Communications portfolios where the company's ability to deliver solutions and services that provide flexibility in deployment and are commercially seen as innovative and supporting to all business outcomes. This is regardless of the application and specific need, in the cloud, in the customer's private data centers, or on both sides of the network edge.



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Enterprise



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Where
Everything
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AMD
PENSANDO

AMD Pensando driving innovation in the DPU architecture space

SONI JIANDANI
Co-founder – Pensando Systems



BRAND POWER

AMD Pensando stands out in the DPU (Data Processing Unit) market with its unique architecture that combines general-purpose cores with P4 fully programmable silicon. A DPU is a specialized processor designed to offload networking, security, telemetry, and storage tasks from the server's x86 CPU, improving efficiency and performance. This architecture offers unmatched flexibility and performance, as the AMD Pensando DPU can be programmed for new protocols and services without hardware changes, ensuring long-term adaptability and investment protection.

In the AI networking market, AMD stands out with its open, standards-based Ethernet solutions, highlighted by its involvement in the Ultra Ethernet Consortium and contributions to standards like congestion management and RDMA transport. Unlike competitors using proprietary technologies, AMD leverages its P4 programmable engine to provide exceptional performance and ultra-low latency across GPUs, enabling scalable GPU nodes and clusters without proprietary lock-in.

AMD's value proposition centers on delivering scale, performance, and intelligence for data centers and AI workloads. To sustain and enhance this in 2024, AMD is focused on -

- Scaling solutions for AI and data-intensive workloads by developing higher-speed Ethernet technologies.
- Enhancing DPU and AI networking performance through ongoing R&D to reduce latency and optimize data transfer.
- Incorporating more intelligence into products with features like programmable congestion control, dynamic load balancing, and real-time telemetry export for smarter AI networks.

AMD is also focused on delivering high-performance, programmable, and open solutions for hyperscalers, enterprise data centers, and AI workloads. This is achieved through -

- AMD Pensando DPUs
- P4 Programmable Silicon

- Open, Standards-Based Ethernet Solutions
- System Software Stack

By focusing on these key areas, AMD aims to maintain its competitive advantage and deliver increasing value to customers in the AI networking space in 2024 and beyond.

BRAND VIRTUE

AMD conducts rigorous performance testing and benchmarking of its DPUs and AI NICs against competitors. These results highlight AMD's technological advantages.

AMD engages directly with customers and partners through Customer Advisory Boards (CABs), which serve as valuable forums. Feedback collection from customers using DPUs and AI networking solutions through surveys and feedback mechanisms provides insights into brand perception, customer satisfaction, and areas for improvement. Monitoring social media, online forums, and industry publications offers AMD insights into brand awareness, sentiment, and emerging trends, helping the brand tailor its messaging and engagement strategies.

Market research helps AMD understand industry trends, emerging technologies, and competitor strategies, identifying opportunities for innovation and differentiation to stay relevant and competitive.

By systematically collecting and analyzing data from various sources, AMD gains a comprehensive understanding of its market position. These insights help AMD in taking strategic decisions on product development, marketing campaigns, and overall brand positioning, ensuring continued success in the competitive technology landscape.

BRAND INNOVATION

AMD places a strong emphasis on research and development (R&D), particularly in product engineering, to drive innovation and maintain competitiveness. This commitment is evident in several key areas -

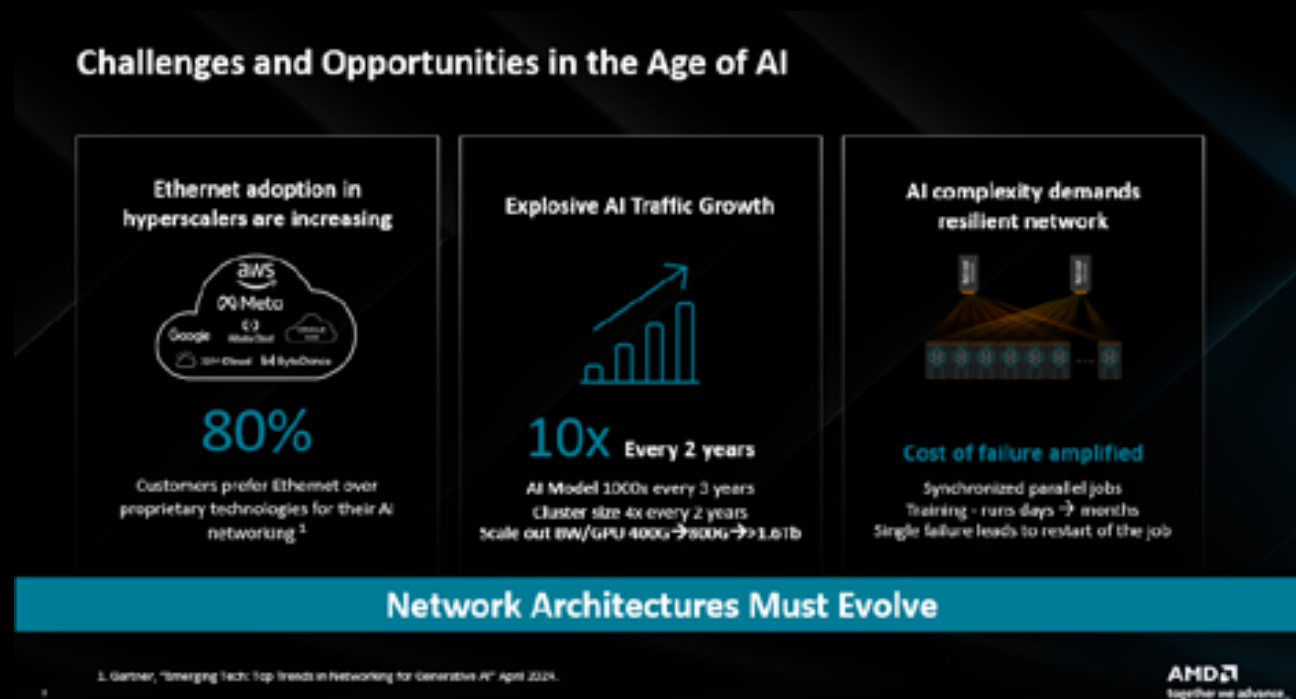
1. Multi-Generational Programmable ASICs: AMD invests in developing

multi-generational programmable ASICs with full software forward and backward compatibility, ensuring adaptability and future-proofing customer investments. The P4-programmable silicon, combined with its comprehensive software services in software-defined networking, security, storage, and telemetry, addresses the specific needs of AI, cloud/hyperscaler, and data center workloads.

2. Open EcoSystem and Industry Collaboration: AMD's collaborative approach across business units and industry peers, such as the Ultra Ethernet Consortium (UEC), fosters innovation, while ensuring its products remain compatible, interoperable, and highly performant with a wide range of solutions.
3. Continuous Improvement in Ethernet Technology: AMD emphasizes continuous improvement in Ethernet technology, including latency reduction, increased port speeds, and enhanced silicon capacity.
4. Generating Value through Continuous Innovation: AMD is the market leader at low latency and high-performance NICs with full forward and backward compatibility, ensuring adaptability and future-proofing customer investments. The Solarflare silicon further integrates with the latest generation technology and AMD CPUs, combined with its comprehensive plug and play software enabling the lowest latency and best support 10/25Gb networking for financial trading and enterprise.

Overall, AMD's substantial investment in R&D, particularly in programmable silicon, software engineering and financial services, is a key driver of its innovation and competitiveness. By focusing on domain-specific architecture hardware, performance optimization, collaboration, and continuous improvement, AMD demonstrates a strong commitment to maintaining its leadership position in the evolving landscape of hyperscalers, enterprise data centers, AI technologies, and traders across the globe.

Future-Proofing Your Infrastructure For AI





PARESH SHETTY
Chief Executive Officer
Arya Omnitalk & Syntel Telecom

Delivering Critical Business Communication Solutions to Enterprise, SMB and Government

While internal data offers valuable insights, Arya Omnitalk leverages external data sources to understand brand perception within the broader market landscape. This external perspective acts as a benchmark, allowing the brand to compare and identify areas for differentiation.

Once it gathers data from both internal and external sources, Arya Omnitalk transforms it into actionable insights to take strategic brand decisions. It then tracks brand mentions, website traffic, and social media engagement to understand how effectively its messaging reaches the target audience within specific industries.

BRAND MESSAGING

Syntel excels as a trusted provider of innovative, reliable communication and security solutions. It empowers businesses across diverse industries to streamline their operations, enhance safety, and improve efficiency. It also prioritizes exceptional customer service, consistent communication, and solutions that adapt to specific needs.

- Arya Omnitalk offers a robust suite of services that extends far beyond the traditional walkie-talkie and GPS tracking. Its business communication solutions cater to a wide range of enterprise verticals.
- Leveraging the power of the Internet of Things (IoT), its IoT & Fleet Mobility solutions track and manage mobile assets, providing real-time data for improved fleet management and logistics.
- Additionally, its Highway Toll Collection Systems ensure efficient and secure solutions for seamless toll collection.
- Syntel provides comprehensive solutions for Enterprise Communication, including unified communication platforms and contact center solutions to streamline collaboration and enhance customer interactions.
- Network infrastructure is crucial for any business, and Syntel designs, installs, and maintains robust solutions, including both wired and wireless networks.
- Security is paramount, and its end-to-end security and surveillance solutions encompass a range of services, including video surveillance, access control, and boom barriers, to ensure the safety and security of customers' assets and personnel.

Building trust and lasting relationships is a cornerstone of both the brands' philosophy. The multi-channel approach, coupled with its unwavering commitment to clear and consistent communication across all touchpoints, not only strengthens the brand presence but also reinforces Arya Omnitalk and Syntel's position as a trusted partner dedicated to its clients' success.

BRAND POWER

Arya Omnitalk and Syntel's comprehensive suite of solutions and more than 30 years of Industry experience in varied solutions set the brand apart in the market. They cater to a diverse range of businesses with unique requirements. Both the brands provide mission critical business communication solutions like Walkie-Talkies, Unified communication and Contact Center Solutions to IoT and Fleet Mobility solutions for all Industry verticals.

The companys' combined understanding of diverse technology platforms and business processes of different verticals gives the brand an added advantage in facilitating the delivery of cutting-edge solutions and fuelling customer growth. They offer Converged Technology Solutions in the domains of AV Integration & Automation, Enterprise Communication, Network Infrastructure and Security & Surveillance and are seeking to create long term partnership with large organizations looking at transformational IT solutions.

Arya Omnitalk and Syntel prioritize data security with end-to-end secure solutions. This includes Network Infrastructure (wired and wireless) for a robust foundation, Security & Surveillance systems with boom barriers, biometric solutions, infrastructure surveillance for comprehensive protection, and Cyber Security solutions to safeguard customer data.

In 2024, both the organizations are committed to not only sustaining but also enhancing their value proposition. Continuous product innovation is at the forefront of their strategy, while their in-house R&D team constantly explores new technologies and develops features to enhance existing offerings and introduce new solutions that address emerging industry needs.

Arya Omnitalk is also focused on forging strategic partnerships with technology leaders and regional players to broaden its reach and offer even more comprehensive solutions to its customers.

BRAND VIRTUE

Data is the cornerstone of the brand strategy. Arya Omnitalk and Syntel leverage a data-driven approach to gain deeper understanding of its customers, competitors and the broader market landscape to drive their business. The brands leverage a two-pronged approach, utilizing both internal data gleaned directly from customer interactions and external data sources that provides a broader market perspective.

Empowering Communication with **TECHNOLOGY AND INNOVATION**



Audio Visual System Integration

- Boardroom Integration
- Customer Experience Centre
- Vertical Specific Solutions
- Customized Solutions
- Smart Class-Room Solutions
- Digital Signage Solutions
- Auditoriums
- Banquet Halls
- Video Wall Solutions



Security & Surveillance

- Boom Barriers
- Biometric Solution
- Transportation Surveillance
- Access Control
- IP Video Door Phone Systems
- Visitor Management
- Baggage Scanners Metal Detectors
- Infrastructure Surveillance



Enterprise Communication

- Unified Communications
- Voice Applications
- Recording Solutions
- Collaboration Solutions
- Conference Bridges
- Contact Center Solutions



Network Infrastructure

- Server & Storage Solutions
- Cyber Security
- Wi-Fi Solutions
- GPON
- Passive Cabling Solutions & Racks
- Switching Routing Solutions



Walky Talky Solutions

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- Doorstep service and rental options
- Customized Radio Programming
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- Special basement coverage on request
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- Multiple Talk groups
- Nationwide push-to-talk
- Radio Integration Capabilities
- Bring your own device



IoT & Fleet Mobility Solutions

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- Employee Transportation & School Bus
- Supply Chain & E-commerce
- Intelligent Transit Management
- Emergency Response Management
- Solid Waste Management
- CCTV Surveillance
- Field Force Management
- RMC and Construction



Toll Management System

- Electronic Toll Collection System
- Advanced Traffic Management System
- Automatic Vehicle Classification System
- Automatic Boom Barrier



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PRADEEPTO DEY
Channel Director, Autodesk India & SAARC

Autodesk continually pushing the boundaries in the Design and Make industries

BRAND POWER

Autodesk's vision is of a better world designed and made for all. It intends to sustain and enhance its brand's value proposition in 2024 by focusing on three main areas –

- Improving operations: This includes sustainable business practices and activating diverse employees to make a positive impact at work.
- Partnering with customers: Autodesk aims to empower innovators to harness data, automation, and insights to optimize the impact of design and make decisions.
- Advancing industries: Through cross-sector collaboration, policy advocacy, and by catalyzing innovation between and beyond our industries, Autodesk aims to drive positive impact at scale

BRAND VIRTUE

Autodesk uses multiple platforms and tools to monitor the impact and perception of the brand. It looks closely at Social Media Monitoring, SEO Metrics, Web analytics, Surveys, as well as engaging Market research firms. It looks at data that tracks mentions and sentiment about the brand, search engine rankings and website traffic from organic search which can indicate brand awareness as well as conducting surveys and polls to gather direct feedback from our customers and the broader market.

Each year, Autodesk releases a State of Design & Make report; this year's report is a study of 5,400 business leaders – including Indian leaders – in industries that comprise the Design and Make category. These sectors

include architecture, engineering, construction and operations (AECO), product design and manufacturing (D&M), and media and entertainment (M&E). These insights allow Autodesk to gauge brand awareness and perception and inform its brand decisions.

BRAND STYLE GUIDE

Autodesk has comprehensive brand guidelines that include details about logo usage, typography, colour schemes, imagery, and tone of voice. These guidelines ensure consistency across all materials and platforms, from the website to marketing collateral, for not only Autodesk but also its channel partners.

To measure the efficacy of the brand strategy, Autodesk looks at surveys, website traffic, social media mentions, search volume data, customer retention rate, net promoter score (NPS) and the marketing return on investment.

BRAND MESSAGING

The value proposition at Autodesk, is primarily based on several main aspects: accessibility, performance, and brand/status. The company offers a wide range of options and has acquired numerous firms, thus adding several new capabilities to our portfolio.

To ensure consistent communication across all customer touch points, Autodesk employs several strategies alongside its brand guidelines. Autodesk also provides consistent customer service and support across all touch points, ensuring that its customers receive the same high level of service whether they are calling in for support, using live chat, or seeking help through community forums or its partners. Autodesk also provides training and educational resources to help customers get the most out of its products.

BRAND INNOVATION

Autodesk places a high emphasis on research and development (R&D) to drive innovation and maintain competitiveness. Autodesk Research plays a crucial role in the company's innovation efforts. It explores how technology can be applied to emerging design and make challenges to prepare the company for the future and help to lead and inspire customers.

Additionally, Autodesk runs a Research Residency Program, which is a research and development program where a diverse global community of innovators from industry, academic, and entrepreneurial sectors collaborate to design, make, and de-risk the future together.

These efforts underline Autodesk's commitment to continually push the boundaries of what's possible in design and engineering fields, ensuring that it remains at the forefront of industry advancements.





Spotlight on Artificial Intelligence



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download the report



2024 STATE OF **DESIGN & MAKE**





Cisco building a trusted and resilient future for the nation

DRIVING BUSINESS-ORIENTED GOALS

As the threat landscape continues to expand and become more complex, Cisco remains committed to delivering the most comprehensive security solution platform for threat prevention, detection, investigation, and response for organizations of any size, utilizing cloud, network, and endpoint traffic for unparalleled visibility. The company continues to invest in AI and leverage its capabilities to provide security that's better for users, easier for IT, and optimized for DevOps.

Cisco has recently announced a series of innovations including Hypershield and AI Assistant for Security to help organizations make informed decisions, augment their tool capabilities and automate complex tasks to stay protected. It's unified, AI-driven, cross-domain security platform helps companies better protect their applications, devices, users and data as well as detect, respond, and recover faster from incidents.

Over the years, Cisco has also bolstered its capabilities by acquiring companies like Valtix, Armorblox and Isovalent. The latest acquisition of Splunk, which remains the biggest till date for Cisco, has strengthened its ability to help customers make informed security decisions with contextual insights from an unmatched network footprint.

SECURITY DRIVING IT INDUSTRY

To tackle the challenges of the hyper-distributed digital landscape effectively, companies must be able to anticipate, identify, and withstand cyber threats, and if breached, rapidly recover from one. Going forward, security is going to be the main driver for IT growth. The need for security controls and alignment to compliance regulations will also mandate security to be a core component of any new innovation, and users and customers of those services will demand it too. As threats continue to intensify, cybersecurity resilience, preparedness, and response must be at the forefront of the organizations' IT strategy.

REINFORCING CUSTOMER BELIEF

Security is foundational to everything Cisco does and customers insist on explicit trust. Cisco weaves security into the very fabric of its business — securing data, processes, products, services, and employees to deliver true pervasive security and demonstrate trust every day. It strives to earn customer trust by being trustworthy, transparent, and accountable and with its focus on innovation, Cisco is tipping the scales in favor of defenders.

CAPITALIZING ON INNOVATION AND R&D

Cisco is delivering on its promise of the AI-driven Cisco Security Cloud to simplify cybersecurity and empower people to do their best work from anywhere, regardless of the increasingly sophisticated threat landscape. Through significant investments in cutting-edge advancements in AI and ML, Cisco is empowering security teams by simplifying operations and increasing efficacy.

Cisco is re-architecting how it harnesses and protects AI and other modern workloads with industry-first, Cisco Hypershield. AI-native security helps customers stay protected with minimal interruption and instantaneously protects their system without a patch and zero downtime.



SAMIR KUMAR MISHRA
Director, Security Business
Cisco India & SAARC

Security is foundational to everything Cisco does and customers insist on explicit trust. Cisco weaves security into the very fabric of its business — securing data, processes, products, services, and employees to deliver true pervasive security and demonstrate trust every day

Moreover, new innovations across Firewall, Multi-Cloud, and Application Security further deliver on Cisco's Security Cloud platform vision. All these steps are centered around Cisco's vision of helping build a trusted and resilient future for the nation.

POSITIONING FOR EXCELLENCE

Cisco is the only provider that can holistically protect and connect customers from end to end, by meeting the customer where they are. Because of its security and networking strength, Cisco is in a unique position to be customers' trusted, enterprise-class, advisor for hybrid and multi-cloud security and connectivity. From identity management, zero trust, workload management and protection to DNS and remote work, Cisco ensures its customers to be connected and protected.

Protect users and resources anywhere work is done

Cisco Secure Access is a converged cloud security SSE solution that is better for users, easier for IT, and safer for everyone. It enforces modern cybersecurity while providing a seamless and frictionless experience as users connect from anything to anywhere, via a common access approach.

Cisco Secure Access
incorporates all pertinent
security modules in one
cloud-delivered solution



Secure Web
Gateway (SWG)



Cloud Access Security
Broker (CASB) and DLP



Zero Trust Network
Access (ZTNA)



Firewall as a Service
(FWaaS) and IPS



DNS
Security



Multimode
DLP



Advanced
Malware
protection



Sandbox



Talos Threat
Intelligence



VPN as a
Service



Digital
Experience
Monitoring*



Remote
Browser
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Get started today: Learn more about Cisco Secure Access.

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“In India, 88% of Indian business leaders are planning to invest more in AI, Generative AI in next 12-18 months”

MYLARAIAH JN

**Vice President, Enterprise Business
India & SAARC**

How AI Boom and Efficiency Requirements will transform Data Centers

As we move through 2024, it has become increasingly clear that AI is not just about the hype, it is in fact a game changer that is setting up a dramatic effect on data center construction and deployments, and on network architecture design in general.

The reality is our insatiable expansion of data consumption and appetite for cloud-based services, accelerated by the glitzy promises of generative AI. This means the need for robust and secure data storage, faster data transfer, higher computing intensity, and increased data center efficiency have never been more paramount and our dependence on data centers is only going to increase.

Here are four key trends I believe will continue to impact and influence data center operations in 2024 -

1. No surprise, generative AI will drive aggressive and expanded data center build-out

According to Synergy Research Group, analysts anticipate hyperscale data center footprints will grow threefold in the next six years to accommodate the demands of generative AI. In India, 88% of Indian business leaders are planning to invest more in AI, Generative AI in next 12-18 months as per a recent Capgemini report. Even India's IT ministry has announced an investment of USD 1.2 billion in a wide range of artificial intelligence projects.

Speed to market—how quickly hyperscalers, enterprises and operators can get data centers up and running—will continue to be equal parts challenge and competitive advantage. Powered by enormous data increases and intensified by the significantly higher compute of generative AI applications and workloads, organizations must broadly rethink how they plan, design and construct new facilities (or refurbish existing locations) to meet today's increased demand and anticipate how that will look in the years ahead.

2. Sustainability will save or sink data center deployments

With heightened awareness about ESG in boardrooms, enterprises must recognize and implement highly efficient and sustainable practices across all three levels of the data center lifecycle—site location, construction, and operation—while avoiding material cost increases to day-to-day operations. In India the power consumption of data centers is expected to reach nearly 5 gigawatts over next six to seven years making sustainability critical. Anything that draws a milliwatt of electricity or power must be optimized, from chips, servers, switches, and cooling systems to the vending machine in the break room. It's a challenge increasingly aggravated by compute-heavy generative AI workloads.

Current macroeconomic headwinds continue to put enormous pressure on enterprise leaders to perform a delicate dance—implement sustainable practices and processes without increasing costs or, most importantly, impacting profitability.

3. The global regulatory tug of war on data centers will increase

There will continue to be a tug of war between lawmakers and corporations over two key data center sticking points—sustainability (the land and energy needed to operate) and data sovereignty (where and how data is stored).

On one hand, latency demands and data sovereignty laws will force data centers into more localized areas. On the other hand, despite their necessary role to avoid data being shared and processed abroad, data centers are likely to face stiff resistance from elected officials and distrust from local communities. What will undoubtedly challenge this space further are the inevitable AI regulations that continue to slowly build momentum across the world including the Indian government's growing focus on building the AI regulation framework.

4. The silver bullet: efficiency is the only way forward.

In the broader technology space, it's rare that we stumble across a silver bullet, a perfect, bespoke solution, but for the myriad of hurdles data centers face in the next year or so, all pathways appear to lead to a single, intrinsic solution—efficiency. From a sustainability standpoint, more efficient data centers that leverage a combination of renewable energy sources—wind, solar, geothermal, hydro/tidal, and even safe, reliable nuclear power—mean less reliance on potentially scarce local power sources.

Finally, as competing technology innovations, labor, sustainability, macroeconomic conditions, and regulatory pressures put the squeeze on hyperscalers, enterprises, and operators, an unrelenting global appetite must be balanced by an intransigent commitment to efficiency—throughout the location/discovery, construction/design, and operations/management phases—to power data center growth and expansion in 2024

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Enhancing the DMS space with improved user experience and advanced features

BRAND POWER

Contentverse stands out with over 27 years of industry expertise, offering an all-inclusive Document and content management solution that include custom requirements tailored to client needs. Its solution is versatile, running on web, on-premises, cloud, and mobile platforms, supporting unlimited end-user licenses for both named and concurrent users, with full enterprise and professional licenses.

Contentverse excels in workflow management, providing both pre-defined tasks and dynamic workflows that adapt to changing business needs. Its system allows seamless content scanning, document updates, and collaboration without hidden fees, ensuring a transparent and comprehensive enterprise solution. By continuously valuing and integrating client feedback, Contentverse sustains and enhances its value proposition, consistently meeting and exceeding market demands.

BRAND VIRTUE

To gauge brand awareness and perception, Contentverse leverages website analytics to monitor visitor behaviour, uncover trends, and assess user engagement. Regularly distributed user surveys and feedback forms provide direct insights, allowing the company to analyze customer interactions and identify common issues and areas of improvement.

This continuous feedback loop enables it to enhance its product consistently. By evaluating the unique needs of companies across diverse domains, Contentverse tailors its solutions to enhance product offerings and company perception.

The data-driven approach of Contentverse ensures it delivers maximum end value, aligning with its commitment of providing a comprehensive, adaptable content management system that meets the ever-evolving market demands.

BRAND STYLE GUIDE

Contentverse maintains uniformity in brand representation across various touchpoints, while ensuring consistent messaging, design elements, and value integration into all marketing efforts. It measures the efficacy of its brand strategy by tracking key metrics such as brand awareness through surveys and focus groups, customer perception via regular brand perception surveys, and customer engagement using website traffic, social media interactions, and email metrics.

Additionally, Contentverse monitors market share, sales performance, and customer loyalty through Net Promoter Scores (NPS) and retention rates. These metrics provide insights into its strategy's impact, helping the company to build a coherent and unified brand experience, ultimately contributing to its long-term business success.

BRAND MESSAGING

Contentverse's value proposition centers on providing comprehensive, adaptable Document Management Software (DMS) that caters to diverse industry needs, simplifies content management, enhances collaboration, and ensures seamless integration across platforms. To ensure consistent communication across all customer touchpoints, the brand implements a centralized communication strategy that includes standardized messaging, regular training for its team, and detailed brand guidelines.

Contentverse utilizes omnichannel marketing, including email campaigns, social media, and its website, to maintain a unified brand voice. Additionally, it gathers and analyzes customer feedback to continuously refine its communication and ensure it aligns with its core value proposition of delivering maximum end value and efficiency to the clients.

BRAND INNOVATION

Contentverse allocates substantial resources to R&D, ensuring its team is equipped with cutting-edge technologies and industry insights. This focus enables the company to continuously enhance its Document Management Software (DMS) by incorporating advanced features and improving user experience. By fostering a culture of innovation, the company stays ahead of industry trends and delivers a state-of-the-art DMS solution that meets the evolving demands of its clients. Its commitment



AMOD PHADKE
COO & Director
Computhink India

Contentverse places a strong emphasis on research and development (R&D), particularly in product engineering, to drive innovation and maintain competitiveness.

to R&D not only maintains its competitive edge but also ensures superior value, reliability, and efficiency in its DMS offerings. This dedication to innovation allows Contentverse to address market changes proactively and offer solutions that drive its clients' success.



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Acting as a Gateway to endless possibilities in Networking

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BRAND POWER

With absolute focus on innovation, D-Link continues to offer the widest range of networking solutions. In some of its latest launches, D-Link has incorporated software and hardware capabilities of comprehensive AIoT, that are helping customers build smart homes, smart businesses, and smart industries through the EAGLE PRO AI series products and cloud platform services. By staying at the forefront of technological advancements, D-Link maintains its position as an innovative leader in the networking segment.

D-Link prioritizes customer feedback and preferences, ensuring that its products address the evolving needs of consumers and businesses. This involves conducting market research, gathering customer insights, and tailoring product development and marketing strategies accordingly. The company also has a dedicated local R&D centre in India that offers tailor-made solutions to Indian customers.

BRAND VIRTUE

In today's digital age, assessing and utilizing data-driven insights is more critical than ever. With the proliferation of digital channels such as social media, websites, email, and mobile apps, there is an unprecedented amount of data available about consumer behaviour, preferences, and interactions with brands. D-Link has been utilizing data-driven insights which has enabled the brand to personalize campaign messages based on audience segments.

D-Link undertakes brand surveys at regular intervals that enables it to measure brand awareness, brand perception, brand loyalty, and brand advocacy. It also uses data to evaluate the performance of different marketing channels that includes both digital channels and traditional channels. D-Link regularly monitors its performance on digital platforms to track mentions of the brand and its products.

BRAND MESSAGING

D-Link lives by the brand motto – One Connection Infinite Possibilities. D-Link effectively communicates its brand motto and reinforces the brand identity through consistent communication that results in a seamless and cohesive customer experience. D-Link believes that a uniform brand experience is essential across touchpoints for customers, ensuring consistent brand image regardless of where they interact with D-Link India – be it the website, social media, in-store displays, or customer service. This consistency reinforces brand recognition and strengthens brand loyalty. As a result, D-Link has deployed a 360-degree approach to ensure consistent



SANKET KULKARNI

**Sr. VP – Consumer Business
D-Link (India) Limited.**

“D-Link has established itself as a reputable brand in the networking industry by consistently delivering reliable products that cater to both consumer and business needs. D-Link’s commitment to innovation and customer satisfaction ensures that our products empower users to connect more efficiently, create new possibilities, and explore new frontiers in the digital world.”

communication which starts right from product design, packaging, POSM, in-store branding, digital presence including social media platforms along with strategic PR approach.

BRAND INNOVATION

D-Link places significant emphasis on research and development (R&D) and product engineering. Its team comprises distinguished engineers and researchers who continuously assess market trends and create solutions known for their reliability and efficiency. D-Link is dedicated to crafting products and services that embody the latest advancements, always aiming to be at the forefront of innovation. Moreover, D-Link consistently invests in emerging technologies like Artificial Intelligence (AI), 5G, and the Internet of Things (IoT), ensuring that the brand remains ahead of the curve and delivers futuristic products and solutions.



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One Connection Infinite Possibilities



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Data Safeguard prioritizes its efforts on ensuring unmatched data privacy

DR. DAMODAR SAHU

**Co-Founder & Chief Growth Officer
Data Safeguard Inc.**



In 2024 and beyond, Data Safeguard's goal is to bolster its brand's value proposition through relentless innovation, proactive adaptation to regulatory shifts, and steadfast commitment to customer-centric solutions

BRAND POWER

Data Safeguard redefines data privacy with precision and innovation. As an AI-powered SaaS company, Data Safeguard excels in navigating the intricate maze of global regulations, including GDPR, CCPA/CPRA, NIST, HIPAA, India DPDP, PCI, and beyond. What sets the brand apart is its unwavering commitment to not just managing data privacy but safeguarding it with surgical precision.

In 2024 and beyond, Data Safeguard plans to sustain and enhance its brand's value proposition by continuously pushing the boundaries of innovation, staying ahead of regulatory changes, and prioritizing customer-centric solutions. Its focus remains steadfast on delivering unparalleled data protection, setting a new standard in the industry.

BRAND VIRTUE

Data Safeguard meticulously analyzes metrics and feedback, leveraging sophisticated tools to decipher clients and partners sentiment, engagement levels, and market trends. By diving deep into data, it gains invaluable insights into how the brand is perceived and where opportunities lie for improvement. This intelligence informs its strategic decisions, allowing the company to refine its messaging, enhance customer experiences, and strengthen brand positioning. In a data-driven world, Data Safeguard remains agile and proactive, using insights as a compass to navigate the ever-evolving landscape of brand perception.

BRAND STYLE GUIDE

Data Safeguard meticulously crafts brand guidelines and standards to maintain uniformity in messaging, design, and tone across all channels. Additionally, it employs metrics such as brand perception, sentiment analysis, customer engagement, and brand loyalty to measure the impact of its strategies. By continuously monitoring these metrics, Data Safeguard

gains insights into how well the brand resonates with its investors, clients and partners and can accordingly adjust its approach to optimize brand performance and achieve objectives.

BRAND MESSAGING

Data Safeguard's value proposition centers on delivering exceptional value and service to its customers, consistently exceeding their expectations. To ensure uniformity in communication, it establishes clear brand guidelines, messaging frameworks, and tone of voice standards. It also employs robust internal communication channels and training programs to align all team members with its brand ethos. Additionally, Data Safeguard leverages integrated customer relationship management systems and omni-channel marketing platforms to maintain coherence across various touchpoints, ensuring that every interaction reflects its brand's essence and reinforces its value proposition.

BRAND INNOVATION

Data Safeguard places a significant emphasis on R&D as a cornerstone of its strategy, dedicating substantial resources to continuous product improvement and innovation. Its R&D efforts focus on understanding market dynamics, anticipating customer needs, and leveraging emerging technologies to develop cutting-edge solutions. By investing in product engineering, Data Safeguard not only enhances its offerings but also stays ahead of the curve in a rapidly evolving landscape.

This commitment to innovation enables the company to maintain its competitive edge and deliver unmatched value to customers. Additionally, Data Safeguard recently expanded its commitment to innovation by inaugurating its R&D Centre in Bhubaneswar, Odisha, India, further solidifying its dedication to pushing the boundaries of technological advancement.



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Dell envisions to Build a Better Tomorrow for Everyone

ALOK OHRIE

**President and Managing Director
Dell Technologies India**

The market is rapidly evolving, and it has become crucial to identify and leverage the brand's distinct features that sets them apart from its competitors. The businesses need to sustain and enhance their brand's value proposition to accelerate their growth.

As a global leader in end-to-end IT solutions, we are a key enabler of transformative IT technologies such as multi-cloud management, edge computing, Internet of Things, digitization and Artificial Intelligence. In a rapidly evolving digital landscape, Dell is a trusted brand worldwide because of our agile mindset and unceasing efforts to simplify complex technology for wider access and effortless implementation. We partner with the biggest technology consumers across continents to co-create applications for a more equitable and inclusive tomorrow.

Given the rapid pace of innovation and the constant evolution of a customer's need, Dell is well poised to enable its customers with best-in-industry product portfolio, allowing them the much-required competitive edge to grow their business. With recent advancements in technology, industries are in the midst of a massive digital transformation. Artificial intelligence (AI) is mainstream, and organizations of all types and sizes are adopting a holistic approach to AI, leveraging the technology throughout their organization.

As a leader in essential infrastructure space, Dell Technologies is at the epicenter of data-intensive technology such as AI. Dell is in the perfect position to help customers navigate AI workloads. As technologies like AI, edge and multi cloud continue to grow, we ensure our solutions grow alongside them. Dell Technologies is also advancing sustainability, cultivating inclusion and transforming lives, by upholding ethics and privacy embedded in everything we do. We are powered by a workforce that values and celebrates different backgrounds and creates solutions that harness and amplify technology in the most meaningful ways. From healthcare to education to a digital economy, Dell believes in the power of technology to help solve complex societal challenges.



"At Dell, innovation is built in our organizational DNA with a diverse team and unique perspectives, united in our purpose, our strategy and our culture. We are driven by our ambition and the power of technology to drive human progress."



VIVEK MALHOTRA,
Senior Director –
India Channels,
Dell Technologies

Channel partners are integral to Dell Technologies' overall success to deliver excellent customer experiences. They have always been the driving force behind Dell Technologies' business growth and we are committed to strengthen this ecosystem, with a renewed focus - Together, We Stop at Nothing.

With ever evolving needs and the continuously changing industry, customers seek partners who have their back and can offer world's best solutions to deliver the results they are looking for. We offer new digital enhancements like incentive centres, new quoting tools in OSC and APEX. Our brand-new Incentives Center gave our partners an increased visibility and insight across all their program incentives in one centralized location – for Rebates, MDF (Marketing Development Funds), and MyRewards (incentive for partner sales specialists).

We are focused on keeping our program structure and engagement with partners consistent while we continue to invest in key focus areas. We design our rules of engagement (ROE) around deal registration and to govern our internal sales team behaviour in a way that promotes customer choice while protecting the integrity of our partner program principles. We will make sure that partners are engaged and understand all the capabilities that we have. We listen to our partner's feedback, and we will continue to review our operational model to ensure we're optimizing and simplifying our engagement with partners. We are committed to enhancing our channel ecosystem and supporting our partners to enable maximum growth.

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Faceoff is a cutting-edge AI and Generative AI (GenAI) enabled tool designed to detect, identify, and indemnify genuine reviews from fake ones.

Creating a trust score based on voice and facial analysis for opinion management is a fascinating and advanced task that leverages various technologies in artificial intelligence (AI) and machine learning (ML). Implementing a trust score based on voice and facial analysis is a cutting-edge approach in opinion management. By leveraging advanced AI and ML technologies, it is possible to gain deeper insights into human behavior and improve the reliability of trust assessments.

Faceoff Technologies Pvt. Ltd.
(AN INITIATIVE TOWARDS BETTER CUSTOMER SERVICE)



EfficientIP building a secure future with cutting-edge technology and user-centric approach



BRAND POWER

EfficientIP positions itself apart from competitors through a combination of its comprehensive solution and user-centric approach. As a trusted leader in network automation and security, EfficientIP presents a market-leading platform, SOLIDserver, that tackles the challenges of modern infrastructure. This all-in-one technology delivers highly scalable, performing, secure, flexible, and open DDI, DNS security, network automation, and application traffic management, enabling network and security teams to manage, control, automate, and secure any infrastructure at any time from a unified, consistent, and centralized interface.

Looking ahead to 2024, EfficientIP will likely focus on sustaining its value proposition by staying ahead of the digital transformation curve. The vision is to make networking for enterprises simple and secure, and to deliver the best user experience every time. It will offer a future-proofed platform that empowers customers to manage their networks with confidence, efficiency, and unparalleled security.

EfficientIP undoubtedly is a tech company fueled by innovation. It's not just a slogan, but it is engrained in its DNA. This translates into solutions that address the modern challenges of cybersecurity, Zero Trust, AI/ML, and hybrid multicloud automation through patented technologies.

Here's what sets the brand apart –

- **Unmatched Expertise in DDI and DNS Security:** EfficientIP's DDI solution simplifies network architecture, multi-vendor management, and performance. It also holds the crown for DNS security with unparalleled detection techniques for threats and a suite of measures recognized by the NSA and CISA.
- **Automation Powerhouse:** EfficientIP's API-first DDI solutions are highly customizable, hardware-agnostic and support any deployment model. They come with out-of-the-box integrations that cater to any specific customer requirements.
- **Future-Proofed Solutions:** EfficientIP leverages cutting-edge AI/ML to tackle new threats and stay ahead of the curve. Its commitment to sustainable innovation ensures its solutions constantly evolve to meet ever-changing needs.

EfficientIP goes beyond and offers a holistic DNS security suite of measures that elevates organization's protection combining next-generation DNS threat intelligence and advanced engines to detect and block attacks such as data exfiltration through zero-day malicious domains, DNS tunneling, command and control exchanges, Domain Generation Algorithm (DGA) malware, phishing, DDoS, phantom or sloth attacks, cache poisoning, DNS hijacking, amplification and reflection attacks, DNS flooding, automated mitigation and adaptive countermeasures, as well as other DNS mechanisms meeting the Zero Trust model.

BRAND MESSAGING

EfficientIP's core value proposition is to simplify and secure networks. This translates into superior DDI solutions, unmatched DNS security leveraging AI/ML, and a commitment to future-proof automation.



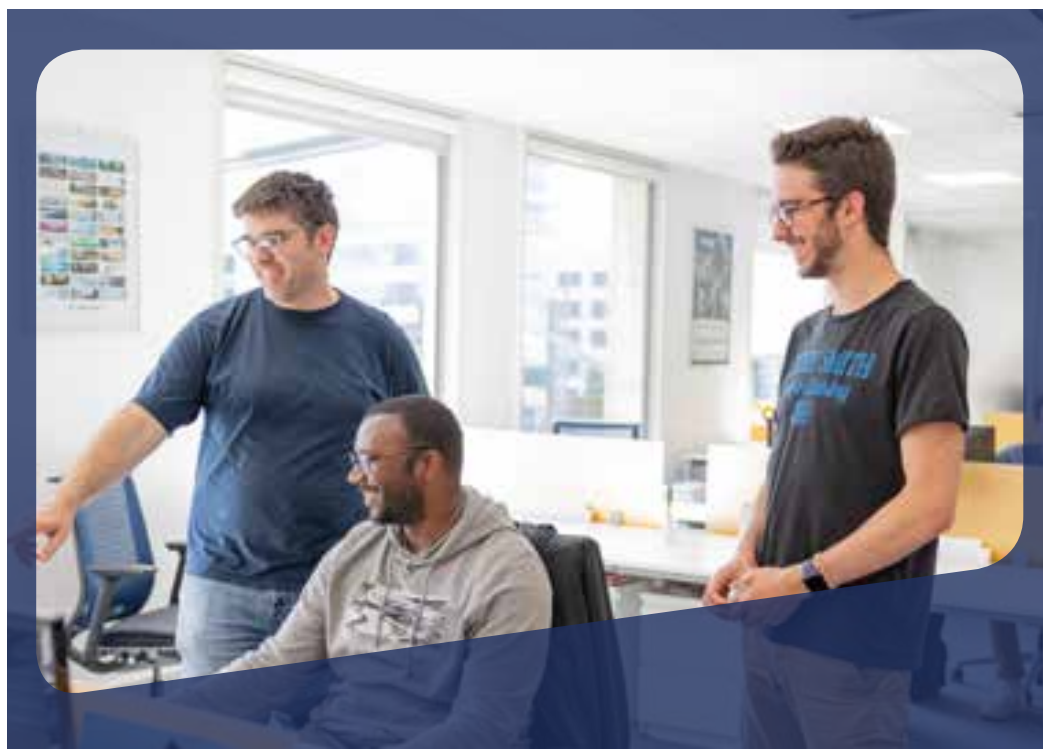
NICK ITTA
VP Sales MEA & SAARC
EfficientIP

To ensure consistent communication across all touchpoints, the company leverages a data-driven and centralized approach. This includes customer feedback from regular meetings and workshops, industry intelligence from analyst sessions and events, and multi-channel marketing that utilizes social media, targeted content, and thought leadership initiatives. By combining these elements, EfficientIP creates a cohesive brand experience for its target audience, ensuring they understand the value it delivers and also how the company's solutions can address their specific needs.

BRAND INNOVATION

EfficientIP is prioritizing R&D as a core driver of innovation and competitive advantage. Its 20-year legacy in DDI and DNS services starting with telecom operators fuels its passion for continuous improvement. Innovation is embedded in EfficientIP's DNA, and it consistently invests heavily in R&D at its Paris headquarters.

This commitment is exemplified by its growing cybersecurity team, which includes data scientists and PhD-level experts. By analyzing over 70 billion daily queries from global operators, EfficientIP can identify malicious domains associated with phishing, brand hijacking, and denial-of-service attacks. In essence, EfficientIP's emphasis on R&D ensures it delivers cutting-edge DDI and DNS security solutions, ultimately driving customer satisfaction, loyalty, and its continued competitive edge.





Simplify & Secure YOUR NETWORK

Global Visibility

Across On-Premise & Multicloud

Network Automation

Source of Truth Data for Error-free Configs

DNS Security

Protect Users, Apps and Data



www.efficientip.com



ESDS Transforming from Cloud Leader to One-Stop IT Shop

PIYUSH SOMANI
Founder, CMD & CEO, ESDS



Leading the Cloud Revolution

The Indian data center industry is seeing a remarkable expansion. According to a NASSCOM report, the Indian IT industry was on track for its strongest growth in a decade in FY2023, reaching an estimated \$245 billion. This growth was driven by the continued necessity of technology investments across various sectors. With India's economy quickly shifting to a digital focus, the demand for reliable data center infrastructure is now more crucial than ever.

ESDS Software Solution stands out by blending creativity, customer-centric strategies, and a strong commitment to excellence. Our brand is built on attributes that set us apart from competitors and position us as a leader in the market.

One of the key aspects that differentiate ESDS from other players in the market is our holistic approach to technology services. While widely known as a Cloud Service provider, we actively market ourselves as a comprehensive "One-Stop Shop" for all managed, cloud, and IT security requirements. Our customized services include in-house indigenous solutions proven effective, with 10 million Smart meters hosted on our ESDS Cloud and 14 major smart cities running on our eNlight Cloud platform, as well as patented Auto-Scaling Technology that optimizes resource utilization. Moreover, being recognized as an approved service provider by MeitY highlights our reliability and credibility, garnering trust from the government.

Unlocking Customer Insights for Strategic Advantage

ESDS, being cognizant of the significance of data in this digital era, underlines the application of data-driven insights to inform our strategic options. The utilization of advanced analytics helps us to have an enhanced perspective on consumer preferences, market trends and competitive dynamics. By so doing, we position our brand for a high impact and relevance, hence becoming more consumer-centric in terms of product offerings and marketing campaigns through this approach.

Delivering a Seamless Customer Experience

The success of ESDS relies on ensuring that our brand representation is consistent at all customer touchpoints. ESDS has built a solid framework for brand management to ensure that our messaging and visual identity remain consistent at all times. Moreover, we have contextual brand guidelines that all our customer-facing teams, digital platforms, and marketing collateral adhere to; thus, we are providing our customers with a consistent brand message.

We also practice Online Reputation Management, promptly responding to customer inquiries within minutes to swiftly address their needs. Through curated events, we have engaged over 600 million people in just two weeks, exemplifying our ability to create memorable customer experiences. Through this events and webinars, our relationships are further secured with the customers who receive newsworthy content and grow their experience further via social media, where we have maintained a healthy engagement rate.

ESDS's value proposition is deeply rooted in being a one-stop shop for all Cloud, managed, and IT security needs. In regard to that, our cutting-edge Security Operations Center (SOC) is a prime example of our security prowess, where our teams have performed 227,273+ Security Scans and onboarded 26,500+ devices, ensuring robust security for our clients. This is complemented by our integrated marketing campaigns, which coordinate efforts across different channels to create a seamless customer experience.

Fueling Growth through R&D

R&D is the backbone of our strategy for innovation at ESDS. We invest hugely into R&D so that we are constantly able to grow and scale up with technological advancement. We majorly invest in product design, where we use up-to-date technology to come up with innovative and functional inventions. This emphasis on R&D enables us to introduce fresh attributes and traits that cater to emerging markets, hence making sure that our offerings remain competitive and relevant. Apart from technological development, we also strive towards developing an innovative culture within our organization.

In 2024, our strategic focus is to expand our global footprint and build new opportunities. Over the next two years, ESDS plans to launch a variety of innovative cloud services that will redefine the industry standards and strengthen our presence by forging strategic partnerships and building targeted marketing efforts. By establishing a solid global network, we will expand the scope of our solutions and bring additional value to customers around the globe.

LEADING THE DIGITAL CHARGE FOR AN IMPACTFUL TOMORROW.

Committed to empower, safeguard,
and transform organizations digitally.

**We are not merely about Solutions,
we focus on adding VALUE.**

- ✓ Cloud Services
- ✓ Managed Services
- ✓ Managed IT Security
- ✓ ESDS indigenous SaaS Products

**Your business's next
chapter is still waiting
to be explored.**

Connect Now

☎ 1800 209 3006

🌐 www.esds.co.in





ROHIT RAMAN
Managing Partner and Head of
India & APAC
ETEK International (India)

Enabling organizations to move from a Reactive to a Proactive cybersecurity approach

BRAND STYLE GUIDE

ETEK India's Brand Guidelines and Brand Messaging are defined. It has defined templates designed as per its Brand Guidelines which ensure that all its collaterals whether Go – To – Market, Services or Internal communications adheres with the Brand Guidelines. The Working Group which is part of the Brand Governance Model ensures that each employee in every function is aware of these Templates. ETEK India also has monthly Townhalls where Top Leadership presents their Vision, the Strategy and how each function is aligned and working hard to achieve that Vision.

BRAND MESSAGING

The ETEK brand stands for 10 Core values that everyone abides to. These values are –

Integrity, Truth, Trust, Respect, Community Focus, Client Centric, Teamwork, Innovation, Harmony and Extreme Accountability.

Through these core values, the brand is able to drive the following value propositions for its customers –

1. Data Driven and Consulting led approach which captures the context of their organisation in an unbiased way. This context is shared with the Top Management in the business language to ensure that they have comprehensive understanding of their Cybersecurity Posture.
2. Innovative and Cost-Effective solutions which are automation driven and platform centric which makes Organizations FUTURE READY from Cybersecurity standpoint.
3. Reliability achieved through its 24 X 7 Follow the sun model where all its clients are being monitored by a team of experts and specialists.

To ensure consistent communication across all platforms, ETEK India has a Governance Model around Brand Management. There is a Steering Committee, a Working Group (representation from each function) and marketing team which are part of the Governance Model.

BRAND INNOVATION

ETEK India, who is building a name in Proactive Security services, places a substantial emphasis on research and development (R&D), particularly in the field of threat analysis and risk qualification. The key aspects where ETEK India focuses on include –

1. Commitment to Innovation: ETEK India prioritizes innovation as a core component of its business strategy. This involves ensuring delivery teams are focused on continuous service improvement and the product development team is improving the risk quantification platform.
2. Collaboration and Partnerships: ETEK India often engages in collaborations with academic institutions, research organizations, and other industry partners. These collaborations enhance their R&D capabilities and allow for the exchange of knowledge and expertise, fostering a culture of continuous innovation.
3. Customer-Centric Approach: The R&D strategy at ETEK India is closely aligned with market demands and customer needs. By focusing on understanding and addressing the challenges faced by their customers, ETEK India ensures that their innovations are both relevant and impactful.
4. Global Reach and Adaptation: With a global presence, ETEK India adapts its R&D efforts to meet the specific needs of different markets. This localized approach allows them to develop tailored solutions that cater to diverse customer requirements worldwide.

BRAND POWER

Being a highly data driven company, ETEK India leads with a consultative approach. This empowers it to capture the context of its clients in a comprehensive manner.

Besides, ETEK India is an outcome and metric driven organization. It understands that every initiative needs to be measured against a certain set of KPIs to evaluate its performance. For ETEK India, one of the key KPIs is Return on Security Investment and its team of consultants ensures that it showcases Radical Returns to the Top Management.

ETEK India is a services driven organization and it prides itself on its Service Excellence to ensure high customer satisfaction. It leverages NPS methodology to calculate its Service Excellence score.

ETEK India proudly says that it is currently in the GREAT ZONE.

This year ETEK India is focusing on the following 3 areas to further enhance its Value Proposition –

1. Introducing Cyber Fusion Centre to all its customers and transitioning its SOC customers to CFC.
2. Creating Cybersecurity Strategy and Roadmaps for clients by leveraging its proprietary 'Proactive Cybersecurity Framework' and then supporting them in implementing the strategy and managing it for them.
3. Introducing ETEK India's Cyber Risk Quantification Netrum – SITA to calculate Return on Security Investment which will empower CIOs/CTOs/CISOs to communicate with Top Management in business language.



Enabling organization to move from 'REACTIVE' to 'PROACTIVE'



"The traditional approach towards cybersecurity has been reactive. An incident occur & then we try to remediate it. At Etek India, we are assisting organization in their Cybersecurity journey through our 'Proactive and Contextualized' approach which is powered by AI & ML."

Rohit Raman

ETEK International, India Head



**30 years of expertise in
Cybersecurity**



**400+ Global
Enterprises as Clients**



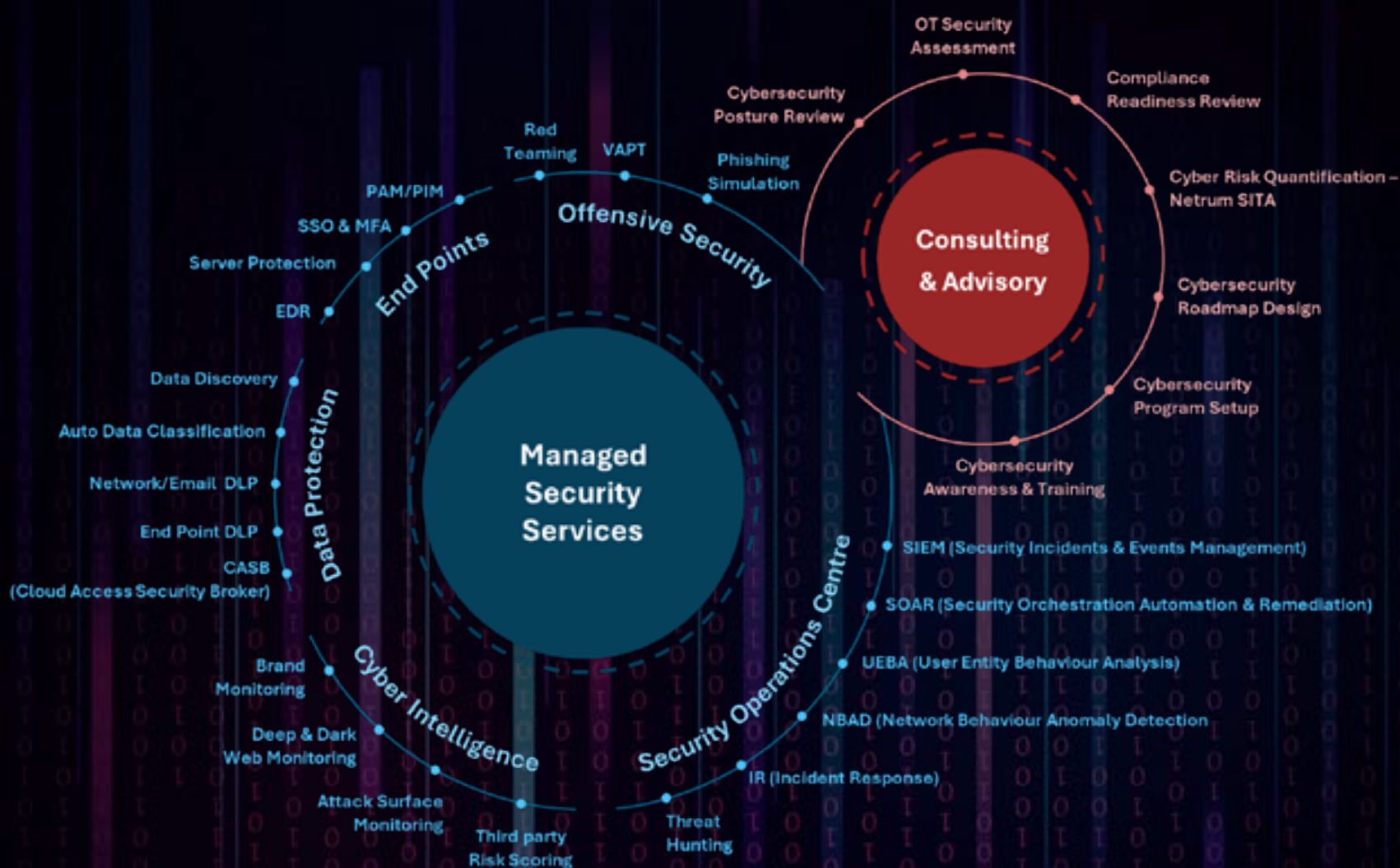
**200+ Cybersecurity
Specialists**



**CSIRT certified
Incident Response Team**



**Net Promoter Score in
Great Zone (58%)**





Forcepoint uniquely positioned to deliver Data Security everywhere

BRAND POWER

Focused on tackling security challenges for modern distributed businesses and government agencies, Forcepoint's strategy is centered on cloud-delivered security and connectivity, providing partners with differentiated offerings that help enable businesses today. The company has recently launched a partner rebate program aimed at increasing the profitability of its Titanium partner community around Forcepoint products and services. It has also kicked-off a consumption-based billing model for MSSP partners around Forcepoint ONE, an all-in-one cloud platform that makes security simple for web, cloud, and private applications.

In 2024 and beyond, Forcepoint is enhancing its programs to empower partners to drive profitability through innovative incentives and offers. Its objective is to help partners deliver simplified security for their customers with cloud-native solutions that ensure certainty from the endpoint to the cloud, wherever today's distributed enterprises and government agencies interact with data.

BRAND VIRTUE

In today's digital landscape, dispersed teams are continuing to work from anywhere with data everywhere, but not always safely. Forcepoint's approach makes it simple for security leaders to protect the ever-evolving business from these known and unknown threats, while simultaneously simplifying their jobs to make the most impact without impacting productivity and profitability.

Forcepoint has built its partner program on the guiding principles of simplicity, growth, and partner-led services to ensure customers have the security expertise and support needed. Key program components that drive forward the brand perception include Repeatable Profitability, Partner Tiers and Channel-led deployments. As a partner-led organization, Forcepoint offers all the support, training, and growth opportunities for the partner ecosystem.

AI-powered Forcepoint ONE Data Security

Forcepoint has introduced Forcepoint ONE Data Security, an enterprise-grade unified cloud-managed solution designed to simplify data protection with zero-trust principles for all organizations. The new Forcepoint SaaS solution provides unified management for endpoint and multi-channel cloud data security, eliminating the need for multiple tools and complex policy management. The new AI-enabled Forcepoint ONE offerings, including the recently launched Data Security Posture Management solution, are key elements of Forcepoint's full-lifecycle 'data security everywhere' capabilities.



AMAN THAREJA
Managing Director
Forcepoint India & SA

BRAND STYLE GUIDE

Forcepoint's solutions aid practitioners and partners in protecting the ever-evolving business from known and unknown threats, while simultaneously simplifying their job so they can make the most impact. By prioritizing data security everywhere, the company is helping enterprises and government agencies prevent breaches and simplify compliance, safeguarding critical information wherever people work, store, access and use sensitive data.

Securing data is among the top customer security concerns in 2024 and beyond. Forcepoint's goal is to help partners provide these critical services to their customers, offering solutions that safeguard the usage of data everywhere – from the endpoint, through the network, into the cloud, and beyond. ASP Partners, who build and demonstrate strong services practices around Forcepoint's products are found to be more profitable, both in terms of services pulled through and expansion across its portfolio. Depending on their partner tier, Forcepoint offers vouchers to help partners develop their capabilities.

BRAND MESSAGING

Forcepoint's objective is to simplify security for today's distributed enterprises and government agencies. Now that the security perimeter is gone and resources are limited, the core mandate of ensuring data security everywhere within an organization must remain the top priority. Forcepoint's core values connect back to this mission to help businesses and government agencies enhance their security posture in the digital era, while keeping partners, customers and people top priority.

BRAND INNOVATION

Forcepoint is doubling down on its portfolio to create new business and revenue growth pathways for partners with solutions that are designed for distributed digital enterprises and government agencies.

With more than 1,700 predefined policies, templates and classifiers, Forcepoint's solutions simplify compliance efforts globally, making it easier for businesses and government agencies to adhere to the changing regulatory landscape without impacting profitability or productivity. Its dedication to data security is unwavering – and Forcepoint remains vigilant in its efforts to continuously and preemptively strengthen its solutions to stand up to today's threats.



Secure Data Everywhere. Empower Work Anywhere.

Data security protects your secrets, your innovations, and the trust of your customers. Let's face it: cybersecurity is data security.





FORTINET®

A Forerunner in driving Investments in AI & ML across its solution line

VISHAK RAMAN

Vice President of Sales, India,
SAARC, SEA & ANZ, Fortinet



BRAND POWER

Fortinet supports customers with a platform approach to cybersecurity via the Fortinet Security Fabric, which converges networking and security through one operating system (FortiOS), one unified agent (FortiClient), one management console (FortiManager), and one data lake (FortiAnalyzer) to integrate and protect the entire digital attack surface. It's focused on three major enterprise pillars - secure networking, unified SASE, and AI-driven security operations.

The Fortinet Security Fabric is the result of over two decades of relentless focus on the company's platform vision and organic product development and innovation. It spans more than 50 enterprise-grade products and services, including network firewall, wired and wireless LAN, SD-WAN, SASE, SIEM, and EPP. This extensive integrated product coverage, combined with open APIs and a deep technology alliance partner ecosystem of over 500 third-party vendors, ensures customers can start building a platform based on what they currently have deployed and leverage the Fortinet Security Fabric in the way that drives the most value for their unique needs.

BRAND VIRTUE

Fortinet has used its expansive portfolio of innovative solutions to address today's evolving markets more actively. Its integrated secure networking solutions address rapidly shifting business requirements without waiting for security to catch up. Fortinet is also the only vendor to deliver an ASIC-enhanced platform to deliver the networking and security performance today's organizations need. The valuable feedback from its diverse customer base, now over 730,000, drives its continuous improvement and installs confidence in both the enterprise and SMB markets.

BRAND VALUE

Fortinet has a long-standing commitment to being a role model in ethical and responsible product development and vulnerability disclosure. As part of this dedication, Fortinet has proactively aligned itself to international and industry best practices and upholds the highest security standards in every aspect of its business. It was one among the first vendors to sign the Secure by Design pledge developed by Cybersecurity and Infrastructure Security Agency (CISA). The Fortinet Product Security Incident Response Team (PSIRT), on the other hand, is responsible for maintaining security standards for Fortinet products and operates one of the industry's most robust PSIRT programs, including proactively and transparently disclosing vulnerabilities.

Fortinet has been at the forefront of AI and machine learning innovation for years. It leverages deep learning and artificial neural networks that the company has designed, trained, and patented to power its products and security services

BRAND MESSAGING

One of Fortinet's first AI-powered use cases was the introduction of the virtual FortiGuard threat analyst. Using advanced machine learning, Fortinet can address threats in real time while delivering coordinated protection and generate threat intelligence that automatically updates defensive signatures across the Fabric every time a new threat is identified.

Additionally, Fortinet's platform ingests and analyzes more than 100 billion events a day and delivers over a billion security updates daily across the Fortinet Security Fabric and ecosystem. Its AI-driven FortiGuard Threat Intelligence has been built in-house, allowing the company to apply AI consistently across different sources to expand the scope and scale of how and where it can be used.

BRAND INNOVATION

Fortinet will continue to prioritize investments in SASE, SecOps, and Secure Networking and drive Fortinet towards being the number one cybersecurity company. It will also continue to invest heavily in AI across every function and product. Fortinet has used machine learning and AI for over a decade to provide advanced threat intelligence across more than 40 products from network, endpoint, and application security. Fortinet's solutions apply AI and ML across the expanded digital attack surface, automatically containing and remediating incidents within seconds, whereas the industry averages for detection and remediations take several days. Fortinet has also been applying generative AI technology across its product line, allowing customers to optimize the security effectiveness and operational efficiency.



Unified SASE – Zero Trust Reimagined

Cybersecurity,
everywhere you need it.

FORTINET

INGRAM
MICRO®

For details contact:
india_marketing@fortinet.com



Customer-inspired innovation pivotal in shaping Haier's journey in India

SATISH N.S.

President, Haier Appliances India

BRAND POWER

Haier has become a household name today, leaving a profound impression on consumers throughout the country. By introducing innovative products and solutions seamlessly integrated into their daily routines, Haier's customer-centric approach stands out as a key differentiator, cementing its status as a trusted brand across the country.

Haier's dedication to local manufacturing reflects its unwavering commitment to the "Make in India, Made for India" initiative, contributing to the nation's ambition of becoming a leading export and manufacturing hub. Since establishing its first manufacturing plant in Pune in 2007, followed by another in Greater Noida in 2022, Haier's local manufacturing efforts have fuelled remarkable growth. By operating state-of-the-art facilities in Greater Noida and Pune, Haier annually produces significant quantities of air conditioners, washing machines, and refrigerators, thereby bolstering India's economic progress.

Celebrating 20 years in the Indian market, Haier has evolved from a category leader to an ecosystem brand, offering a diverse range of products and services catering to every Indian household's needs. From its inception in 2004 with expertise in five categories, Haier now boasts offerings across 11 categories, including refrigerators, washing machines, TVs, and more.

Additionally, Haier has set ambitious goals, aiming to become the second-largest brand in India within the next five years. With a turnover of approximately Rs 7,000 crores in 2023 and a target of Rs 8,500 crores for this year, Haier anticipates significant growth, driven by investments in capacity expansion and a steadfast commitment to the "Make in India" initiative.

BRAND VIRTUE

In the fiercely competitive consumer durables industry, delivering seamless experiences across all touchpoints is imperative for Haier India. Recognizing this necessity, it places a strong emphasis on leveraging data-driven insights to curate strategic and well-informed business plans.

Furthermore, Haier's commitment to data-driven decision-making extends beyond understanding consumer preferences. It also focuses on assessing brand awareness and perception through methodologies like surveys, market research, social media monitoring, and customer feedback.

Haier India utilizes data analytics to understand customers' preferences and purchase history, enabling the brand to deliver personalized recommendations and develop targeted marketing campaigns. Haier's

partnerships with distributors, retailers, and e-commerce platforms have expanded its reach to over 30,000 sales touchpoints nationwide, delivering exceptional customer experiences through omni-channel presence.

BRAND MESSAGING

Haier India's core value proposition revolves around understanding its customers' needs and crafting innovative products to enrich their lives. To ensure consistent communication across all customer touchpoints, the brand has implemented several strategic approaches.

Firstly, Haier has embraced a digital-first marketing strategy, utilizing disruptive channels to engage with the premium and young audience. It has partnered with JioCinema as the Digital Streaming Sponsor for the ongoing TATA Indian Premier League (IPL) 2024 to reach millions of Indian cricket enthusiasts and fans.

Additionally, Haier has diversified its marketing efforts by participating in prominent entertainment platforms, such as reality shows like Bigg Boss Telugu Season 7 to underscore its commitment to entertaining and engaging Indian audiences. Haier has also aligned its marketing campaigns with cultural events and festivals.

Moreover, Haier has introduced campaigns that reflect its core values and celebrate the achievements of its target audience. The 'Perform Big, Silently' campaign, for instance, honored the success of Indian women who have made significant differences in their respective fields.

BRAND INNOVATION

Over the years, Haier India has focused on significant investments in research and development (R&D) to understand the preferences of Indian consumers and pioneer innovative products, enhancing their lives with smarter, more convenient, and comfortable solutions.

Understanding its consumers deeply, Haier has introduced several India-first innovations, showcasing its relentless pursuit of innovation. From India's first 3 Door Side-by-Side (SBS) refrigerator to innovations like Bottom Mounted Refrigerators (BMRs), Glass door refrigerators, Self-Clean Inverters, Anti-scaling technology in Washing Machines, shock-proof technology in water heaters, and self-cleaning Air Conditioners, the brand has consistently pushed boundaries with cutting-edge technologies.

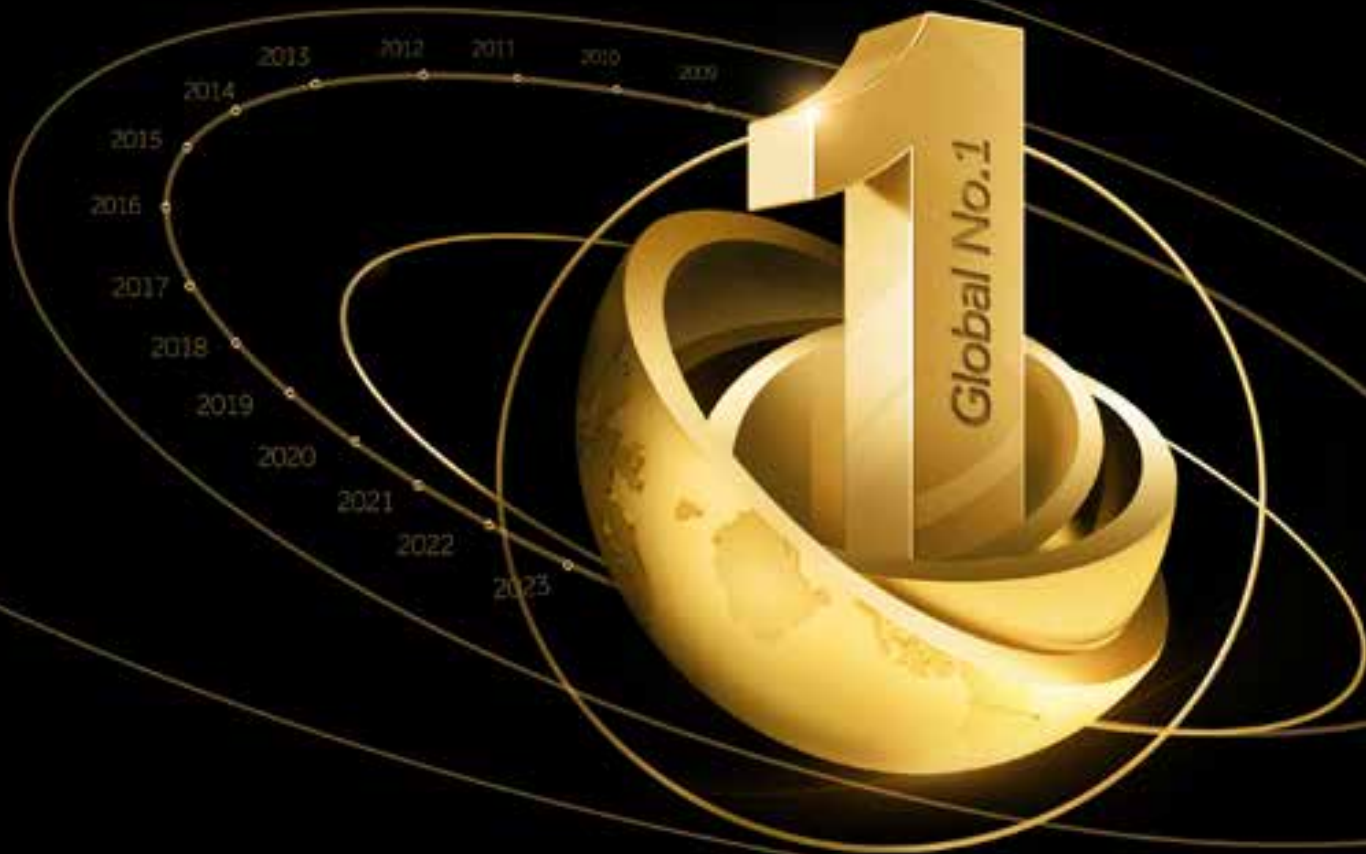
To date, Haier has invested Rs 3,500 crore in the Indian market, creating 35,000 jobs. Additionally, last year, it has announced an additional investment of around Rs 800 crore in expanding its manufacturing capabilities.

Looking ahead to 2024, Haier India is guided by the new brand vision "More Creation, More Possibilities," aiming to stay ahead of the curve and continuously offer innovative solutions that enrich everyday life.

Haier

World's No.1*
Brand in Major Appliances

Global No.1 Major Appliances Brand
for **15** consecutive years.



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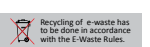
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Source Euromonitor International Limited; Consumer Appliance 2024ed, % unit share, 2023 volume sales data.



HIKVISION®

See Far, Go Further

Hikvision sets the bar high for security product manufacturing in India

BRAND POWER

The brand Hikvision is a thought leader and technology innovator across the categories in general and video security in particular. Its vision is to empower vision for the security and sustainable growth. Hikvision works closely with its partners to explore innovative ways to better perceive and understand the world, to empower vision for decision-makers and practitioners, and work together to enhance safety and promote sustainable development.

Hikvision is committed to serving various industries through its cutting-edge technologies of machine perception, artificial intelligence, and big data, while leading the future of AIoT. It provides a broad range of physical security products, covering video security, access control, and alarm systems. It also provides integrated security solutions powered by AI technology to support end-users with new applications and possibilities for safety management and business intelligence.

Over the past several years, Hikvision has deepened its knowledge and experience in meeting customer needs in various vertical markets with professional and intelligent solutions, including smart city, transportation, retail, logistics, energy, and education. In addition, Hikvision is extending its business to smart home, robotics, automotive electronics, intelligent storage, fire security, infrared sensing, X-ray detection, and medical imaging to explore new channels for sustaining long-term development.

BRAND STYLE GUIDE

Hikvision keeps all the stakeholders informed and updated about the brand guidelines; this way, it perpetually maintains the uniformity in brand representation across media platforms. Hikvision follows a holistic approach in terms of data on key metrics to monitor the efficacy of the brand strategy. It keeps a keen eye on evolving data sets, while exploring the brand metrics indicators to determine the effectiveness of the brand marketing strategies.

BRAND MESSAGING

Hikvision India is committed to the 'Make-in-India' vision with a long term perspective. Its state-of-the-art manufacturing facility at Vasai is a living testimony of a phenomenal progress that is happening in the Indian video security products and solutions segment. These solutions are customized for Indian environment and conditions and specific local requirements. Its mission is to be aligned with the government of India's 'Make-in-India' program to transform India into a global design and manufacturing hub. Through the local state-of-the-art manufacturing plant, Hikvision India is manufacturing its wide range of products and solutions as per its long term commitment to 'Make-in-India' vision. The company is setting a gold standard for security product manufacturing in India, while continuously upgrading technology, expanding capabilities and creating new benchmarks.

Reliability and quality management have been fundamental pillars in the success of Hikvision India. The brand is very proud of its full implementation of product lifecycle quality management that meets leading global standards and with many authoritative certifications, while keeping its focus on quality in all products, solutions and supporting services.



ASHISH P. DHAKAN

MD & CEO -

Prama Hikvision India Private Limited

The full lifecycle quality management process at Hikvision covers material quality, innovation for design quality, manufacturing quality, and end-to-end quality services.

BRAND INNOVATION

With significant R&D initiatives and customization, Hikvision India is developing innovative solutions with its core technologies, covering multi-dimensional perception, artificial intelligence, big data, and beyond. Imaging and video related technologies remain very important for the company. Hikvision has been leading the industry in numerous areas, including high definition, and low-light imaging, as well as image defogging, smart rapid focus, and image stabilization among others.

Besides visible light imaging, Hikvision India is extending its machine perception technologies to the full electromagnetic spectrum. Varying in wavelength and frequency, electromagnetic waves can extend from visible light to both ends of the known spectrum.

Hikvision India has developed innovative products and applications powered by latest technologies. These applications are customized according to the requirements of Indian environment and standards. Hikvision India is also exploring multiple machine perception technologies. The core focus is on enhancing the customer experience through its various R&D initiatives.



HIKVISION®

See Far, Go Further

REDEFINE **SECURITY** STANDARDS WITH **HIKVISION**

Step into the future of security with Hikvision, where we redefine the standards through state-of-the-art technology, superior quality, and unwavering commitment to safeguarding what matters to you the most.

▶ /HikvisionIndiaOfficial

Prama Hikvision India Private Limited

f /HikvisionIndiaOfficial



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Email: sales@pramahikvision.com



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Toll No.: 18602100108



By fostering a culture of innovation, Hitachi Vantara remains at the forefront of the industry

HEMANT TIWARI

VP and MD, India and SAARC, Hitachi Vantara

We are proud to say that Hitachi Vantara is committed to sustainability, aligning with global environmental, social, and governance (ESG) standards. We recently released a sustainability report outlining our key sustainability measures such as implementing eco-friendly product development, waste minimisation, and energy-efficient practices.



BRAND POWER

Hitachi Vantara differentiates itself with an extensive focus on hybrid cloud and generative AI. It is striving to become the No. 1 hybrid cloud company -- given the exponential growth of data and the absence of a definitive leader in this domain. Notably, Hitachi Vantara's ability to separate its software from the hardware sets the brand apart, as its software for storage can reside anywhere, depending on where the customer is. Sustainability is also at the core of Hitachi Vantara's operations.

These distinct features ensure that Hitachi Vantara remains at the forefront by offering its customers unparalleled efficiency, competitive advantage, and a reduced environmental impact.

BRAND VIRTUE

Hitachi Vantara utilises data-driven insights by conducting regular surveys and assessments which helps it to understand industry trends and challenges. This includes its Modern Data Infrastructure Dynamics report from 2023 which found that data-intensive technologies and applications are exacerbating the already-strained infrastructure and hybrid cloud environments on which they run.



This is why Hitachi Vantara's focus remains on helping organisations grappling with the complexities of data management to achieve data clarity through innovations such as Hitachi Vantara's Virtual Storage Platform One, a single hybrid cloud data platform providing a simplified experience to consume and manage data.

BRAND STYLE GUIDE

Hitachi Vantara adopts a consistent and focused solution strategy that addresses the key problems its customers face. It helps organisations manage and leverage their data efficiently, ensuring it is accessible, protected, and can drive competitive advantage. The company addresses the challenges of integrating AI with existing systems, ensuring seamless adoption and maximum value extraction from AI technologies. Additionally, it assists businesses in modernising their legacy systems to handle the scale and complexity of modern data demands, reducing vulnerabilities and enhancing operational efficiency.

BRAND MESSAGING

Hitachi Vantara's value proposition centres on delivering innovative, AI-driven data infrastructure solutions that provide superior performance, reliability, and scalability. In addition to its internal initiatives to reach out to customers, partners play a pivotal role in the success. One key strategy to ensure consistent communication across customer touchpoints is to empower partners through comprehensive support and strategic collaborations.

Hitachi Vantara recently unveiled its ground-breaking partner program in India which included investments of more than \$200,000 into product showcase machines installed at its partners' sites. By providing partners with the Hitachi Virtual Storage Platform (VSP) E590 device, they can deliver quicker Centre of Excellence capabilities, conduct Proof of Concepts with on-site customer data, and host an increased number of workshops. It also provided marketing and sales support to drive awareness for the showcase and demonstration program at the partner sites.

BRAND INNOVATION

Hitachi Vantara places a high level of emphasis on research and development to drive continuous innovation and maintain its competitive edge, especially in the areas of hybrid cloud and generative AI. In 2023, Hitachi established a \$300 million fund focusing on AI and other key technologies, and a new Generative AI Centre organisation was created to promote the safe and effective use of GenAI.

Hitachi Vantara's commitment to R&D extends to sustainability as well, ensuring that its innovations contribute to a more sustainable future. This dual focus on innovation and sustainability enables the company to stay ahead of technological advancements and deliver cutting-edge solutions that meet the evolving needs of its customers.

Virtual Storage Platform One

Clarity of One

All your data is now
at your command.

Structured or unstructured

Real-time or historical

In the cloud or on-prem





Hewlett Packard Enterprise

HPE empowers its Leadership position through Innovation and Customer Focus

“HPE’s commitment to constant innovation and customer focus is how it aims to drive meaningful progress in the industry and maintain its market leadership. Innovation is not just about what we deliver, but how we deliver it, especially in today's digital era”



SOM SATSANGI
Senior Vice President
and Managing Director,
HPE India

BRAND POWER

HPE’s value proposition is deeply rooted in its purpose: to advance the way people live and work. HPE is committed to helping businesses thrive in an increasingly connected, data-driven world, and accelerating their digital transformation journey.

As organizations transition into the next era of evolution, HPE enables them at every stage of their journey. It supports its customers’ diverse business initiatives such as completing their hybrid cloud, connecting their edge, turning data into intelligence with Artificial Intelligence (AI), or securing vast amounts of data.

In 2024, HPE envisions a landscape defined by three technology centricities: Edge, Hybrid Cloud, and AI. These will be driven by data, sustainability, and security, and will be consumed as a service with a cloud experience.

- **Edge:** HPE GreenLake edge-to-cloud services redefine enterprise edge networking, offering essential digital transformation expertise for thriving in today's environment.
- **Hybrid Cloud:** HPE offers a range of solutions and services that align with hybrid cloud strategies, providing organizations with flexibility, scalability, and efficient IT

infrastructure management. These include HPE GreenLake, HPE Edge-to-Cloud Adoption Framework, HPE GreenLake for Private Cloud Enterprise, amongst others.

- **AI:** HPE is pioneering a new frontier of AI by harnessing data and gaining insights at the edge.

This forward-thinking approach underscores HPE’s commitment to advancing technology, prioritizing data, and delivering cutting-edge solutions, thus sustaining and enhancing its brand's value proposition.

BRAND INNOVATION

HPE is dedicated to scaling Research & Development (R&D) to drive innovation and deliver advanced technology solutions. It has the largest workforce outside the United States in India. In Bengaluru, HPE’s engineering facility excels in R&D to drive innovation that creates significant business impacts and is pivotal in allocating a large portion of global resources to product development across HPE's spectrum.

HPE’s Customer Innovation Centre (CIC) in Bengaluru is instrumental in showcasing its innovations and solving the business challenges of customers and partners. Focusing on how HPE can drive business innovation and transformation, the CIC features industry-specific solution demonstrations, use cases, and product tours, highlighting how enterprises leverage digital strategies to transform and achieve their business outcomes.

A FRONTRUNNER IN CLOUD SERVICES

HPE delivers a transformed and modern private cloud experience with automated, flexible, and scalable pay-as-you-go private cloud for traditional and cloud-native workloads, with sophisticated metering for more granular and transparent consumption-based billing. It also helps its customers uncover and define how their hybrid cloud strategy aligns with their needs and budget to identify how to leverage cloud capabilities where they produce the most business value. Additionally, HPE brings a unified cloud experience to all their workloads, centralizing operations, and insights for an integrated experience across diverse environments.

DRIVING SUSTAINABILITY

HPE’s mission is to create sustainable and responsible IT solutions that cater to the future's technological demands. It is well-positioned to support organizations in minimizing the footprint of IT while maximizing the positive transformative benefits that technology can provide.

Today, recognizing the trade-offs of tech refresh cycles, in terms of both costs and carbon impact, is crucial. Over the last three years, HPE Financial Services (HPEFS) has infused \$1.1 billion back to customers from upcycling and migration programs. Moreover, HPE recently added a sustainability dashboard to the HPE GreenLake platform to help organizations monitor and reduce their energy consumption. This advanced tool provides vital insights into IT energy usage, carbon emissions, and electricity costs. By harnessing advanced analytics across HPE’s compute, storage, and networking solutions, it seeks to improve sustainability performance.

Harness AI to help grow your business

A guide for the next era of AI

Partner with
an industry leader

Streamline your
AI environment

Create a future-proof
Software foundation
for AI

Reduce cost and
complexity of the
AI lifecycle

Build an optimized
compute platform for AI

Accelerate and secure
AI infrastructure

**Are you ready to use AI to deliver real advantages for your business?
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V Sharmila
Product Manager - HPE

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sharmila.v@inflowtechnologies.com
www.inflowtechnologies.com



IceWarp invests in innovation to make its products and solutions stand out

IceWarp has always championed innovation, driven by invaluable inputs from its end users and customers. By integrating user-driven innovations into its offerings, IceWarp empowers its customers to work more efficiently and effectively, ensuring seamless collaboration and a superior user experience.

PRAMOD SHARDA
CEO, IceWarp India and Middle East

DRIVING BUSINESS-ORIENTED GOALS

Post pandemic the digital evolution has fast-tracked. With most organizations adopting hybrid workplaces, work from anywhere culture has been booming and the requirement for Email, TeamChat, Conferences, Documents with collaborative editing and much more has grown. Users don't need different logins to get the work done, with IceWarp all-in web client giving users the access to their workplace with simplicity. This is what makes IceWarp the preferred choice of ITDM's and as a true alternative to GWS and M365.

POWERING AN INNOVATIVE FUTURE

As the IT industry in India continues to evolve and expand, collaboration plays a pivotal role in driving future growth. By fostering robust partnerships among businesses, governments, educational institutions, and technology experts, IceWarp cultivates an ecosystem ripe for innovation and progress. This collaborative approach facilitates a comprehensive understanding of emerging trends, challenges, and opportunities within the industry.

Digital tools for growth have become increasingly important in today's fast-paced business environment. Post pandemic organizations have realized that work from anywhere enabling has to be done for users and that has brought in the growth of the Email and Collaboration market. This has truly enabled Digital Today organizations worldwide to ensure that there is availability of basic email with video conferencing, video calling, IM chat capabilities with additional features like working together in groups to be able to communicate and collaborate seamlessly within the teams and the outside world.

This is fueling the growth of platforms with the capabilities of collaborative working. IceWarp as a disruption to the market is bringing in the best of both worlds with Hybrid solutions wherein frontline workers in any organization can be empowered with our basic plans of Secured Email and of course our other plans which fit into the requirement of advanced features of collaboration and further more security aspects being covered.

BOLSTERING CUSTOMER BELIEF

Winning customer trust is paramount, and IceWarp is achieving this by prioritizing transparency, delivering exceptional service, and ensuring robust cybersecurity. Its customer-centric approach involves offering tailored solutions that address specific business needs, coupled with consistent and reliable support. IceWarp invests in cutting-edge technologies to provide innovative and efficient solutions, enhancing customer satisfaction.

Additionally, gathering and acting on customer feedback helps IceWarp to continually improve and align its offerings with their evolving needs. Through these efforts, IceWarp fosters strong, trust-based relationships with its customers, ensuring their loyalty and long-term satisfaction.

The customers' insights into daily work scenarios and use cases guide the company in developing solutions that simplify their workloads. This customer-centric approach allows IceWarp to stand out by consistently delivering tools and features that enhance connectivity and collaboration with external partners, customers, and vendors.

BRAND INNOVATION

IceWarp is acutely aware that today's mainstream technologies may soon become obsolete, which is why it places a strong emphasis on R&D and product engineering development. Its dedicated R&D teams sitting in Prague, Czech Republic HQ continuously explore emerging technologies and industry trends to stay ahead of the curve. By investing heavily in innovation, IceWarp ensures that its products and solutions remain cutting-edge and relevant. IceWarp's focus on product engineering development enables the company to quickly adapt to changing market demands and technological advancements.

POWERING EXCELLENCE

When large enterprises look for an Email and Collaboration solution they turn towards the known brands like Microsoft 365 and Google Workspace who are basically high on features but they are high on price too. IceWarp here comes as a disruption in the market as it is high on features making it a true alternative to M365 and GWS, while also helping users bring down their TCO almost by 50-60%. IceWarp has packaged and positioned itself to help organizations provision plans as per their need and departmental use case.

Fully customizable workspace, right in your browser.



This revolutionary dashboard, provides users with a streamlined, integrated experience and doesn't require any special setup because it runs from the cloud, for the perfect out-of-the-box experience on every installation, self-hosted or cloud-based.

Quality Certification



Security with Compliance, a rare blend happens only with IceWarp!



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InstaSafe's core value delivery remains ingrained in product innovation

One of the key goals of InstaSafe is to simply the secure remote access needs of enterprise customers with enhanced security and better user experience. Its value proposition is that InstaSafe provides better security compared to traditional solutions and provides a seamless user experience

BRAND POWER

InstaSafe is the only Indian cybersecurity brand in the Zero Trust Network Access (ZTNA) category to be consistently getting featured in Gartner Market Guide report for ZTNA and other leading analyst houses. The brand is also featured as the High Performer in G2 (a leading software review site) Grid for ZTNA category and only Indian brand to be featured in the Grid along other leading solution provider.

InstaSafe as a brand is loved by its customers, analysts firms, and media houses. Its customers are its biggest brand ambassadors and will continue to leverage its customer network community to spread positive word of mouth about its brand perspective and value proposition.

InstaSafe frequently interacts with leading analyst covering Zero Trust product category and brief them about its new product features and product roadmap. InstaSafe is getting featured in Gartner report for 4 years in a row. It also gets regularly featured in G2 and Quadrant Knowledge Solutions.

BRAND VIRTUE

InstaSafe actively uses various social media listening tools and Google analytics. Using these tools, it gauges user engagement based on number of impressions, likes, or comments it receives on its various social media articles across different channels. Using Google analytics, InstaSafe tracks the website traffic, number of unique visitors, and number of new and returning users.

To understand its customer perception, InstaSafe rolls out survey to understand Net Promoter Score (NPS) and collect feedback. It uses all these data points to keep refining its messaging and communication strategy and improve brand equity.



SHASANKA SAHU
Head of Marketing
InstaSafe

BRAND STYLE GUIDE

InstaSafe maintains uniform brand persona and brand design language across its communications through all digital channels. It has standardized its key messaging and value proposition through its omni channel marketing strategy. InstaSafe ensures the brand experience is consistent right from first touch point when a prospect experience its website or content through digital media to customer support experience.

To measure the effectiveness of brand strategy and measure the brand equity, InstaSafe uses a combination of qualitative and quantitative metrics which includes NPS score for customers, brand engagement metrics like shares, comments and likes with branded content.

BRAND MESSAGING

One of the key goals of InstaSafe is to simply the secure remote access needs of enterprise customers with enhanced security and better user experience. Its value proposition is that InstaSafe provides better security compared to traditional solutions and provides a seamless user experience.

To ensure consistent communication across all customer touch points, InstaSafe first internalizes its value proposition within the organization by training its employees and partner ecosystem on what the brand stands for and how to deliver a consistent experience. InstaSafe has well documented its process and through regular training and onboarding process, it has been able to deliver and convey consistent communication.

BRAND INNOVATION

InstaSafe is a product company and its core value delivery lies with product innovation. So, research and development remains a key focus of its business and it puts substantial effort in product innovation, product engineering and development. InstaSafe has built its product from ground up by regularly interacting with its customers base, understanding their challenges and constantly striving to create a simplified solution that is easy to understand, adapt the solution and easy to use.

This core philosophy has helped InstaSafe to build product that is agile, flexible with diverse needs of the customer and at the same time remain competitive in the market as most of the bigger player's products are more standardize and often doesn't meet the diverse needs of India customers.

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Kaspersky works towards the goal of Bringing on a SAFE FUTURE

JAYDEEP SINGH

General Manager, India Region
Kaspersky

BRAND POWER

One of the key things that sets Kaspersky's business and solutions apart from its competitors is the 'Cyber Immune' approach to cyber security which was first defined by its CEO, Eugene Kaspersky, and forms the basis of every cybersecurity solution that it creates. Since 1997, Kaspersky has been transforming its top cyber security intelligence into real protection for its customers. Having understood that every business has unique security needs, Kaspersky focuses on that with a solution-based approach.

BRAND VIRTUE

To stay relevant to its target audience, the Kaspersky business and product offerings are dependent on data-driven insights. In the business of cybersecurity, constant monitoring and assessment is what drives the business. Kaspersky's primary assessments are around the global threat landscape; based on that it constantly evolves its solutions offerings to its customers and target audience.

Kaspersky not only explores the threat landscape itself but also studies new types of malware in order to improve its products and solutions. Kaspersky also participates in testing by third-party independent companies. This ensures that it consistently stays one step ahead of threats and ensure that its customers are fully protected.

BRAND STYLE GUIDE

Kaspersky is highly focused on the different types of clients that it provides its solutions to. As an organisation, it constantly challenges itself to develop smart solutions that pre-empt a threat rather than just secure a technology set up or system. Kaspersky regularly assesses its technologies' efficiency in measurable independent tests to control its quality against modern threats.

Given that cybersecurity is a very dynamic industry, Kaspersky's technologies undergo comprehensive audits and are certified in accordance with the most respected global standards to ensure robust security for its users. Today, Kaspersky has over 400 million customers in 200 plus territories across the globe who benefit from its products and services. There are over 240 thousand corporate clients who are protected by Kaspersky services and solutions.

Kaspersky employs various metrics to measure the effectiveness of its brand strategy

- **Brand Awareness:** Tracking mentions, website traffic, and search rankings and even on media platforms
- **Audience Engagement:** Monitoring social media interactions and click-through rates
- **Lead Generation:** Measuring form submissions and content downloads
- **Customer Acquisition Cost:** Analyzing the cost of acquiring new customers

- **Brand Sentiment:** Using sentiment analysis to gauge perception
- **Benchmarking:** Comparing performance against competitors
- **Brand Loyalty:** Assessing customer retention and advocacy

BRAND MESSAGING

Kaspersky's deep threat intelligence and security expertise is constantly transforming into innovative solutions and services. It has solutions that protect users of every type be it businesses, critical infrastructure, governments and consumers around the globe. Kaspersky has a comprehensive security portfolio that includes leading endpoint protection, specialized security products and services, as well as Cyber Immune solutions to fight sophisticated and evolving digital threats in the era of AI.

BRAND INNOVATION

Kaspersky puts a great emphasis on research and development in product engineering. In fact, the dynamic nature of the cybersecurity landscape pushes it to constantly hone its expertise and pre-empt the threat in the cyber space.

At the very heart of Kaspersky's business is Global Research & Analysis Team (GReAT) that has experts analysing and dissecting most advanced cyberthreats. Along with this team, Kaspersky has experts who track computer incidents, offline attacks, threats to industrial automation systems etc. Its Threat Research team have experts who then devise protection systems and solutions to block the cyberattacks. Based on the threat research, the security services team devises solutions for businesses of various sizes to not only secure their systems but also become immune to cyber-attacks of the future.

As a company, Kaspersky teams are unified and aligned when it comes to its go-to market strategies. From sales to marketing to PR to product development to channel and more, we make sure that we are shouting the same messages across all communication platforms.

kaspersky

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Kaspersky Next gets your security to the Next level. Choose the tools you need right now, then switch up easily as your requirements grow.



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Kaspersky Next EDR Optimum:
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Empowering India, Building Tomorrow: NEC's Unifying Purpose with a Unique Brand Strategy

A Distinctive Approach to Brand Building

NEC Corporation India's distinctive brand-building approach prioritizes connecting with audiences through empathetic storytelling that resonates with national values and addresses real challenges. Proactive reputation management, driven by PR and a digital-first strategy, ensures a consistent brand image and messaging directly aligned to NEC's contribution towards the nation across sectors like public safety, smart city development, telecom infrastructure, healthcare AI, and more. The brand messaging also emphasizes societal relevance, actively contributing to citizen well-being through simplistic communication and policy advocacy, further strengthening its brand's roots in the community.

Arvind Saxena recognizes the value and necessity of a long-term brand & reputation-building approach - akin to the distinction between a sprint and a marathon. This comes from his 20+ years in B2B & B2G technology marketing experience, with a deep understanding of long gestation cycles – where results are slow but assured. His steady and measured approach has resulted in NEC India's brand presence catapulting sharply in recent years, with a 250% increase in brand share of voice.

Integrated Marketing: A Cohesive Brand Experience

A contemporary Integrated Marketing Communication (IMC) framework is underpinned by a multichannel approach, leveraging elements including, PR & Media relations, customer & policy advocacy, employer & talent branding, employee engagement driven by a robust EVP, CSR, internal branding, industry & analysts' relations, events, social & digital media, content creation, and demand generation, to create a unified brand experience. This state-of-the-art framework has earned global laurels for the brand like - the 'B2B Brand of the Year', 'Most Admired Brand', 'Best Brands', and 'India's Greatest Brand'.

From India to the World: Global Smart Cities Leadership

Furthermore, Saxena is spearheading the establishment of the Global Marketing Centre of Excellence (MCOE) for Smart Cities in India, aiming to strengthen NEC's global smart city presence through high-impact PR, content development, field marketing, product marketing, and brand-building initiatives. In this capacity, he is entrusted with the mission of seamlessly aligning the company's broader focus in India, from India to global, to drive the brand's India business goals.



ARVIND SAXENA
CMO (NEC India) & Head of Marketing CoE
(Global Smart Cities Business
NEC Corporation)

The CMO's Role: A Bridge to Sustained Growth

Saxena views the CMO as a critical bridge between the technical aspects of the business and its stakeholders, balancing informative marketing strategies with end-user engagement. As the brand's custodian, the CMO drives information across diverse audiences, building relationships with customers, analysts, and influencers to strengthen brand equity and drive business growth. Saxena feels humbled by this elevated trust placed in him and renews his commitment to remain steadfast in his endeavors towards steering the ship in his new and expanded role.

NEC Corporation India's distinctive brand-building approach prioritizes connecting with audiences through empathetic storytelling that resonates with national values and addresses real challenges. Proactive reputation management ensures a consistent brand image and messaging directly aligned to NEC's contribution towards the nation across sectors like public safety, smart city development, telecom infrastructure, healthcare AI, and more.



Mi-Command

Single, Unified Platform for Efficient City Operations



Nerve Centre of Your City Operations

Embrace **Real-time
AI-driven Insights**
to Advance and Elevate your
City Management Capabilities



Enhanced
Public Safety



Efficient Urban
Governance



Strengthened
Emergency Response



Effective Real-Time
Collaboration



Solidifying its position as a leader in the Data Management and Storage industry



BRAND POWER

The Indian IT sector is growing at a rapid pace, and NetApp is all about speed. NetApp's commitment to a personalized, data-driven engagement model empowers customers to operate rapidly and engage with solution partners in their preferred manner. Aligned with its global GTM strategy, NetApp aims to drive consistency and simplicity across its global sales organization and aggressively target key markets like India.

NetApp is doubling down on its 100% channel model in the country, working closely with its partners. The introduction of NetApp Keystone, its storage-as-a-service platform with a 'pay-as-you-go' model, enables partners to generate greater interest in its technology and services.

NetApp's innovative solutions, such as NetApp BlueXP, streamline operations across on-premises and public clouds, fostering a seamless hybrid multi-cloud approach. Additionally, the NetApp AFF C-Series offers low-cost, all-flash storage, helping enterprises tackle challenges like exploding data volumes and unpredictable data access.

FACILITATING AI-DRIVEN PRODUCTS & COLLABORATIONS

With AI adoption soaring in enterprises across sectors, the right data infrastructure is paramount for ensuring the smooth flow of operations and sustaining growth. With decades of experience in data infrastructure, NetApp has made significant strides in this space by catering to businesses with high-performance data infrastructure services. Its recent collaboration with NVIDIA facilitates enhanced Gen AI projects, enabling automation, insights, and innovation. Its key capabilities include -

- NetApp AIPod: An AI-optimised converged infrastructure for high-priority AI projects, now certified with NVIDIA DGX BasePOD, offering cost-effective performance and sustainability.
- FlexPod for AI: Updated reference architectures supporting the NVIDIA AI Enterprise software platform, RedHat OpenShift, and SuSE Rancher, providing scalability and benchmarking for GPU-intensive applications.
- Validation for NVIDIA OVX systems: NetApp storage is validated for NVIDIA OVX computing systems, streamlining enterprise AI deployments, including model fine-tuning and inference workloads.

NetApp also introduced Autonomous Ransomware Protection with AI (ARP/AI),



GANESAN ARUMUGAM

Director-Channel Sales- India & SAARC- NetApp

With ongoing initiatives and a few upcoming projects in the pipeline, NetApp remains committed to delivering cutting-edge, customer-centric innovations that enhance its brand's value proposition in 2024 and beyond



utilizing AI and ML embedded in storage to combat ransomware and enhance cybersecurity measures.

BRAND STYLE GUIDE

For NetApp, its Partner Program is the cornerstone of its brand representation and success. Operating on a 100% channel partner model, its strategic partner program provides a unified framework that simplifies processes

for all partner types, aligning seamlessly with their go-to-market strategies. Additionally, the NetApp Partner Sphere Program, launched in FY24, underscores its partner-first approach, driving accelerated digital transformation. This cloud-focused, services-led program consolidates multiple programs into one, providing transformative training, tools, and support for partners.

NetApp measures the efficacy of its brand strategy through performance metrics, business planning, and incentives, ensuring alignment of goals and mutual growth. By fostering strong partnerships and leveraging partners' strengths, NetApp drives innovation, expands its market presence, and delivers exceptional customer experiences, ultimately supporting digital transformation initiatives across industries.

BRAND MESSAGING

NetApp believes in transforming challenges into opportunities, all through its expertise in intelligent data infrastructure. As the only enterprise-grade storage service embedded in the world's largest clouds, NetApp offers unmatched flexibility, superior cyber resilience, governance, and application agility.

To ensure consistent communication across all customer touchpoints, NetApp employs several strategies. It maintains unified messaging across all platforms, including its website, marketing materials, and social media, ensuring a cohesive brand voice. Through the NetApp Partner Program, it aligns its partners with its value proposition, providing them with the necessary tools and training. NetApp also engages continuously with customers via webinars, newsletters, and events and actively integrates feedback to refine its strategies, thus ensuring to meet with their evolving needs.

BRAND INNOVATION

NetApp's commitment to R&D is exemplified by its team of over 3,000 engineers at its Bengaluru R&D center. This facility is NetApp's largest facility outside the United States and responsible for 60% of its global innovation. This center is instrumental in developing ONTAP, its industry-leading, award-winning operating system.

NetApp's engineers in Bengaluru work collaboratively with global teams, consistently pushing the boundaries of technology and contributing significantly to its product engineering efforts. The center's impressive record of filing over 645 patents and receiving approximately 433 patents underscores its dedication to continuous innovation. By prioritizing R&D, NetApp ensures that its products remain at the cutting edge of technology, enabling the company to deliver superior solutions.



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NUTANIX

Building on its legacy as the pioneer of hyperconverged infrastructure



HARSH VAISHNAV
Head – Channels, Nutanix
India and SAARC

BRAND POWER

Nutanix is a global leader in cloud software, offering organizations in India and worldwide a single platform for running apps and data across clouds. With Nutanix, organizations across the country can reduce complexity and simplify operations, freeing them to focus on their outcomes. Expanding upon its heritage as the pioneer in hyperconverged infrastructure, Nutanix is trusted by its customers to power hybrid multicloud environments consistently, simply, and cost-effectively. This is how Nutanix sustains and enhances its brand's value.

Moreover, in response to market changes such as Broadcom's acquisition of VMware, Nutanix actively supports impacted organizations. It presents its solutions as compelling alternatives to VMware's offerings, highlighting the cost-effectiveness and innovation inherent in its platform and support services. This proactive approach underscores Nutanix's commitment to meeting customer needs while maintaining a competitive edge.

BRAND VIRTUE

Nutanix's brand strategy is significantly influenced by reports, particularly its proprietary ones, which serve as essential sources of data-driven insights. Among these, its annual ECI (Enterprise Cloud Index) report stands out, meticulously tracking global enterprise cloud deployments and offering invaluable perspectives on organizations' IT infrastructure priorities and challenges in cloud-related data management. The insights derived empower Nutanix and its partners to make informed strategic decisions, assess market positioning, drive product development, identify partnership opportunities, and engage with customers effectively in the evolving cloud landscape.

BRAND MESSAGING

At Nutanix, the commitment to consistent communication of its value proposition across all customer touchpoints is upheld through strategic measures. With a dedicated marketing team driving the development of a comprehensive messaging framework tailored for diverse audiences and channels, Nutanix ensures its core value proposition is effectively articulated. Its robust content marketing program, featuring blogs, white papers, case studies, and customer testimonials, serves to highlight the benefits of its solutions and address customer pain points.

Collaborating closely with partners, Nutanix provides training and enablement programs to facilitate seamless communication of its value proposition. Additionally, showcasing successful customer deployments and transformations through compelling case studies reinforces the credibility of its offerings and solidifies Nutanix's commitment to delivering exceptional solutions and experiences.

BRAND INNOVATION

Nutanix prioritizes research and development, especially in product engineering, to drive innovation and competitiveness. By focusing on these investments, the company pushes the boundaries of cloud computing technology and delivers solutions that meet its customers' evolving needs.

Nutanix's offices in Bangalore, Pune, and Mumbai host dedicated teams working on R&D, sales, and customer support. This regional presence highlights its commitment to India and underscores the importance of local talent in advancing its global initiatives.

**In 2024, Nutanix
remains dedicated to
assisting organizations
across India in
modernizing their
IT infrastructure,
establishing
hybrid multicloud
environments, and
enhancing their
utilization of AI**

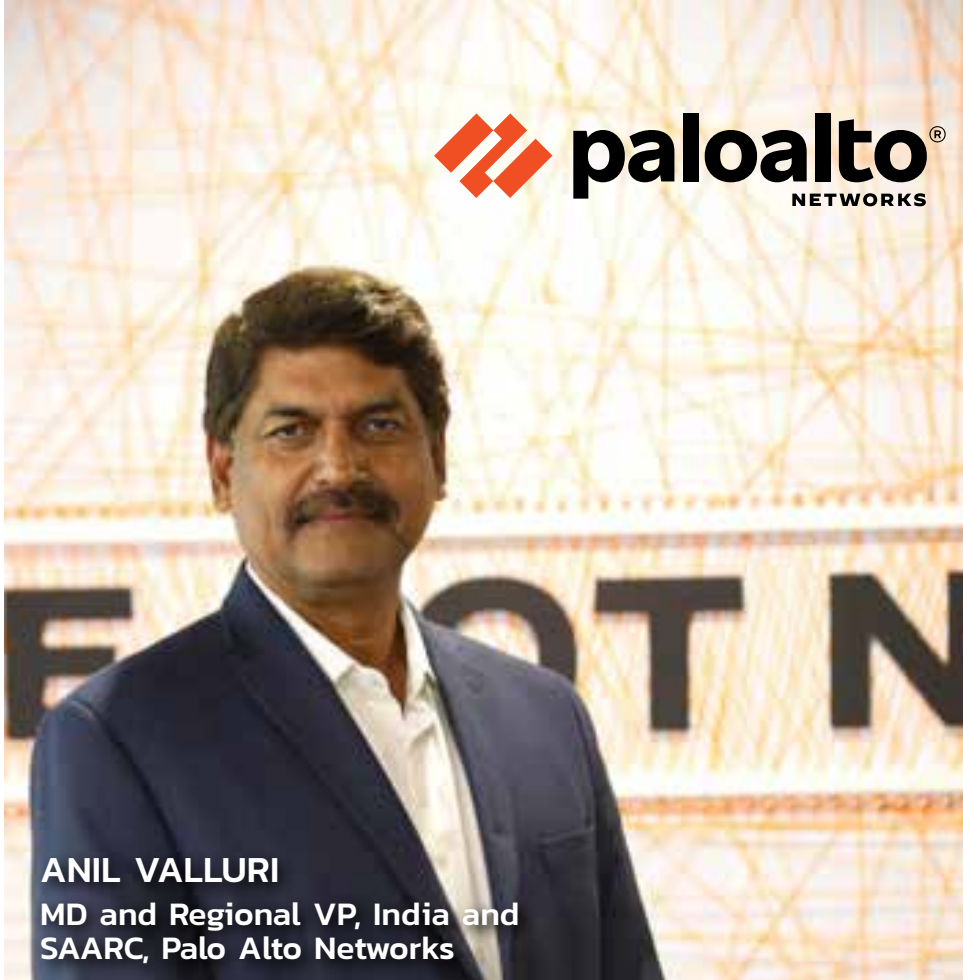
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NUTANIX
Multicloud Simplified



ANIL VALLURI
MD and Regional VP, India and
SAARC, Palo Alto Networks

Palo Alto Networks' platform approach is what sets the brand apart

BRAND POWER

Palo Alto Networks distinguishes itself from competitors through its commitment to innovation in cybersecurity, offering next-gen cybersecurity platforms and services supported by industry-leading threat intelligence and advanced automation. It focuses on enabling the Zero Trust Enterprise, responding effectively to security incidents, and collaborating with a world-class partner ecosystem to deliver superior security outcomes. Palo Alto Networks aims to differentiate itself through platformization by offering a holistic solution with best-of-breed solutions that provides better total cost of ownership (TCO) and return on investment (ROI) for customers.

To sustain and enhance its brand's value proposition in 2024, Palo Alto Networks plans to continue innovating to outpace cyber threats and provide cutting-edge cybersecurity solutions to customers globally across all sectors. It recently announced its proprietary technology, Precision AI, which integrates machine learning (ML) and deep learning (DL) with generative AI (GenAI) to enhance security measures.

BRAND VIRTUE

Palo Alto Networks is deeply committed to a data-driven approach in various aspects of its operations, particularly in cybersecurity and sustainability initiatives. It leverages data discovery processes to gain insights into data patterns, trends, and relationships, enabling informed decision-making and enhancing security measures.

Moreover, Palo Alto Networks utilizes advanced technologies like AI/ machine learning to bolster its cybersecurity solutions. The Cortex platform, powered by AI, offers real-

time dynamic defense, robust detection and response capabilities, and prevention of complex threats. By integrating AI-driven tools like Cortex Data Lake, the company enhances data protection, streamlines operations, and provides accurate and targeted detection based on vast amounts of data.

Palo Alto Networks has further enhanced Cortex XSIAM, offering organizations a unified solution with custom machine learning models, third-party EDR data integration, and cloud detection and response capabilities. Additionally, Palo Alto Networks introduced three new copilots - Strata Copilot, Prisma Cloud Copilot, and Cortex Copilot - powered by generative AI and Precision AI, integrated into their security platforms to simplify operations and boost productivity for security teams in line with their vision for fully autonomous security.

BRAND MESSAGING

To maintain uniformity in brand representation across various touchpoints, Palo Alto Networks follows specific guidelines outlined in its brand guidelines. These guidelines ensure consistency in how the company is represented, reflecting a cohesive brand identity.

In measuring the efficacy of its brand, Palo Alto Networks employs metrics related to brand consistency, customer perception, market positioning, and engagement levels. These metrics include tracking brand awareness, customer loyalty, brand sentiment analysis, market share growth, customer acquisition rates, and overall brand reputation. By analyzing these metrics, the brand can assess the impact of its branding efforts, identify areas for improvement, and make informed decisions to enhance Palo Alto Networks' value proposition and maintain a strong market presence.

BRAND INNOVATION

Palo Alto Networks puts a significant emphasis, substantial resources on research and development (R&D), especially in product engineering. This is what essentially sets the brand apart in the cybersecurity industry. The demand for cybersecurity services continues to increase due to the threats brought on by the rapid adoption of digital and cloud. It has also curated its solutions portfolio to ensure it is both best-in-breed and platform oriented for its clients.

“Palo Alto Networks has invested heavily in innovation through significant R&D investments to meet this demand. In fact, in the last quarter, we spent a record US\$457 million on R&D globally. This enables us to develop products and solutions that help our customers confidently build their cybersecurity posture.”

With its firm belief in collaboration, Palo Alto Networks has involved its partners in every step of its growth journey. This enables them to effectively meet the end-user wherever they are along their own digital transformation journeys. The company also plays a complementary role with its ecosystem partners, focusing on delivering innovative solutions while its partners compliment with their services. This approach ensures customers have access to the latest and most effective solutions to protect themselves today and well into the future.

Building what's next in cybersecurity.

Complex connectivity, Mountains of data. An expanding cloud environment. And always-evolving cybercriminals. That's why we create, disrupt and innovate, ensuring the world is ready for whatever the future holds. See how we can help your customer's organization move forward with confidence. See how We've Got Next.

paloaltonetworks.com/partners



CYBERSECURITY
PARTNER OF CHOICE



VISHAL DHARANKAR
Chief Technology Officer
PDRL

Pushing the boundaries of Geospatial Technology with actionable data insights

BRAND POWER

PDRL is a leading Drone Tech Software Product Company offering excellent solutions to transform drone data into actionable insights. Actionable drone data is instrumental in advancing PDRL's journey towards a sustainable and resilient world. Drones, equipped with cutting-edge data collection capabilities, empower the company to monitor environmental changes, assess infrastructure, and respond rapidly to crises.

AeroMegh is a PDRL's SaaS platform, designed to deliver an End-to-End stack from flying and capturing drone data, processing drone data with photogrammetry solutions to analyzing drone data with AI+ML. PDRL's AeroMegh ecosystem is distinctive in its provision of a comprehensive end-to-end solution. Covering every stage from drone take-off to data capture, processing, and final visualization and analysis, the ecosystem ensures a seamless and integrated approach. What truly sets PDRL apart is the holistic integration that it brings to the table, going beyond the delivery of raw data to provide actionable insights. Specifically, PicStork, a component of PDRL's ecosystem, empowers AI-powered geospatial analytics, facilitating the entire process from preparing geotiff images to building ML models, creating AI workflows, and analysing geospatial data.

BRAND VISION

PDRL's vision revolves around unleashing the full potential of geospatial technology to collaboratively address global challenges. It sees innovation as the driving force, not only in technological advancements but also in problem-solving approaches. Embracing innovation entails adapting to change, exploring new possibilities, and staying at the forefront of progress. The future holds exciting opportunities for PDRL to push the boundaries of geospatial technology, making it an indispensable force for positive transformation on a global scale.

DRONE TECHNOLOGY INTEGRATING AI & ML

Drone technology is increasingly integrating AI and ML to enhance various aspects of data collection, processing, and analysis, resulting in more efficient and accurate operations. By integrating AI and ML, drone technology not only enhances the precision and efficiency of these applications but also opens new possibilities for innovation and problem-solving across various industries.

Here are some detailed use cases -

Precision Agriculture: AI-driven drones are revolutionizing farming by providing detailed aerial images that help monitor crop health, soil conditions, and pest infestations. Machine learning algorithms analyse these images to identify areas needing attention and predict crop yields. This leads to more efficient resource use and higher crop productivity, ultimately contributing to sustainable agricultural practices.

Infrastructure Inspection: Drones are used to inspect critical infrastructure such as bridges, power lines, and wind turbines. AI algorithms process the collected data to detect structural anomalies, corrosion, or damage that might not be visible to the human eye. This automated inspection process not only enhances safety but also reduces the time and cost associated with manual inspections.

Disaster Response: In emergency situations, AI-enhanced drones provide rapid aerial surveys to assess damage and locate survivors. Machine learning models can analyse drone footage in real-time to identify areas of destruction, blocked roads, and safe zones for rescue operations. This accelerates the response time and improves the coordination of relief efforts, ultimately saving lives and resources.

Environmental Monitoring: Drones are increasingly used to monitor environmental changes and track pollution levels. AI and ML algorithms analyse data collected from drone sensors to detect changes in vegetation, water quality, and wildlife populations. This information is crucial for conservation efforts, pollution control, and understanding the impacts of climate change on various ecosystems.

Urban Planning and Smart Cities: Drone technology assists in urban planning by providing high-resolution 3D maps and models of city landscapes. Machine learning algorithms analyse these models to plan infrastructure development, optimize traffic management, and monitor urban growth. This contributes to the creation of smart cities that are more sustainable and efficient.

Wildlife Conservation: Drone Technology is used in wildlife conservation to monitor animal populations and track their movements. Machine learning models help identify species and behaviours from aerial footage, providing valuable data for conservationists to protect endangered species and their habitats.



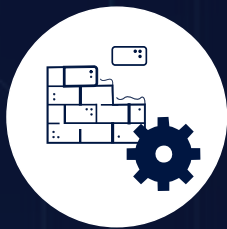
AI Powered Geospatial Analytics with **PicStork**

Your pathway to geospatial analytics mastery



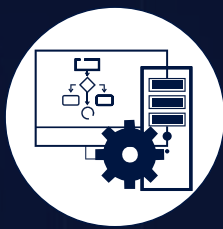
Prepare image

Upload datasets from previous project or device



Build Model

Pre-train current models and add objects to identify



Create Workflow

Define your workflow and add objects to identify



Analyze

Enables ultimate analysis on the images available on cloud



View & Share

View and download reports to share to stakeholders

Your partner in geospatial analytics across industries



Agriculture



Construction



Infrastructure



Utility

Start Your Geospatial Analytics Journey Today!



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PICUS

Democratising Security Validation for the Indian Cyber Security Ecosystem

EVOLUTION OF THE BAS SPACE

Breach & Attack Simulation (or simply known as BAS technology) received wide interest when introduced in the India market because it promised to solve two issues the security validation industry was stuck with - scale and complexity in manual red teaming. The typical early adopters of any new - and especially disruptive - technology like banks, financial institutions, enterprise customers were the first to commit investing and start experimenting with how BAS could solve their challenges.

Over the years, the market has now accepted BAS as a mainstream technology. While customers are now clear of their expectations from BAS technology and have pivoted from evaluation to procurement, partners have progressed from looking at BAS as a tactical sales opportunity to bringing BAS within their core stack and building skills around it.

BRAND POWER

Mastercard-backed Picus Security is the worldwide pioneer of security validation technology and a global leader in the BAS market. It is on a mission to democratize BAS for keen security practitioners. Today, by virtue of being adopted by many customers across market categories and industry verticals, Picus Security, which launched its India operations 2 years ago, is a significant player in the Indian BAS space. Picus' platform based approach, its unique ability to service full purple teaming use cases, and its flexibility to be consumed both as a product and as a partner-managed service have been appreciated by customers and partners alike.

BRAND INNOVATION

The Picus Complete Security Control Validation Platform simulates real-world cyber threats to continuously validate, measure and enhance the effectiveness of organizations' defenses. Powered by the latest security intelligence, it proactively identifies threat prevention and detection gaps and empowers security teams to optimize their controls to address them.

Picus' rich threat library contains thousands of individually customizable attacks and is updated daily by experts to understand the latest adversarial tactics and behaviors. By validating all deployed network security, SIEM and EDR tools, and by calculating an overall score, the Picus Platform provides a holistic view of defensive capabilities. This includes verifying that investments are configured optimally to detect current and emerging threats, that logs and telemetry are being captured and analyzed, and that security events reliably trigger alerts.

To help rapidly address any risks identified, Picus maps assessment results to MITRE ATT&CK and supplies over 70,000 vendor-specific prevention signatures and detection rules - removing the need for security professionals to develop and test their own. Integrating deeply with a wide range of toolsets, the platform provides detailed performance insights and facilitates the automation of workflows for greater operational efficiency.

Easy to deploy and manage, the Picus Platform is the security control validation solution of choice for hundreds of leading organizations worldwide and receives maximum five-star ratings. Via its free online Purple Academy, Picus Security is dedicated to helping security professionals improve their knowledge of the latest defensive cybersecurity strategies.

Picus has made its Security Validation Platform keeping both the red teamers as well as the blue teamers in mind. It is intensely focused on delivering results like measurable effectiveness of existing security controls, threat-centric enhancement of skill and tangible return of cybersecurity investments.

Picus has enabled its customers to use the Picus Complete Security Validation Platform as a –

- **Tool**, so that they can meet their compliance objectives like automated security testing
- **Project**, so that they can align siloed activities to focus on gap visibility, gap reduction and achieve return on their existing cybersecurity investments through control rationalization



Harmeet Kalra
Regional Sales Director
India/SAARC, Picus Security

- **Practice**, so that they can leverage BAS as the nerve center of their cybersecurity governance program to truly achieve defense-in-depth and enhance their cyber skills for readiness against threat actors.

Picus helps customers with a variety of use cases and test cases like –

- Security Controls Assessment
- MITRE ATT&CK Operationalization
- SOC Enhancement
- Security Controls Optimization
- Custom Attack Testing
- Detection Analytics & Validation
- Security Controls Rationalization
- Threat Hunting SIEM Rule Base Management



RED REPORT

2024

The Top 10 Most Prevalent MITRE ATT&CK® Techniques

The Rise of Hunter-Killer Malware



Learn About The Top 10 ATT&CK Techniques Used by Malicious Actors
and Discover Tips to Defend Against Evasive “Hunter-Killer” Malware



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POLYCAB

TELECOM

SMARTLY. CONNECTED.

Establishing itself as a leading Telecom EPC service-provider

ASHISH D. JAIN

**Executive President & COO, Telecom Business
Polycab India Ltd**



BRAND POWER

Drawing from niche skills and expertise from manufacturing a vast variety of world-class wires and cables for 6 decades, Polycab Telecom has made significant progress in its strategy to simplify and grow the business. Polycab has been a household name with its world-class power products and in today's digital era when power and data have emerged as complimentary assets, a foray into telecom signifies a natural progression in the course of its growth-journey, as it provides Optical Fiber Cables, Data Cables and other passive network products and build digital highways.

Polycab has positioned specifically its brand and capabilities to better-serve the new digital ecosystem. As a full-service Telecom EPC-player, regularly engaged in delivering services to fulfill the vision of Digital India and bring in digital parity between the country's urban and rural areas, Polycab Telecom is acknowledged today to keep its strategy hyper-focussed on improving operational excellence to deliver the high-performing and scalable connectivity infrastructure for its customers.

Riding on its back-to-back success with timely completion of projects with BharatNet, the world's largest rural broadband project, Polycab continues to deliver value to its customers and serve the nation that needs accelerated expansion of its Digital India story.

BRAND VIRTUE

Polycab Telecom's brand-value revolves around creating smart connection and building connectivity. It is deeply committed to using technologies in a way that leads people into the Smarter Future in a seamless manner. Aligned with the higher levels of trust and brand-value, Polycab's passive networking portfolio signifies quality-assurance and committed data throughput from one point to another for any infrastructure in the core. As an established Telecom EPC service-provider, Polycab has proven capabilities to supply, design, build & manage large turnkey telecom-infra projects. With a comprehensive brand-

Today, Polycab stands as a competent, respected and responsible Indian Telecom EPC-player, with improved supply-chain efficiencies. Our project-execution capabilities and commitment to work have been duly recognized by our customers.

style, a unique visual identity and an integrated content-strategy, Polycab efficiently maintains brand-consistency across different channels and touchpoints.

Using a blend of metrics like customer-engagement, brand-perception, customer-loyalty, market-differentiation, brand-equity and customer-feedback, Polycab keeps a regular eye on its branding effectiveness.

BRAND MESSAGING

As a home-grown endeavour, Polycab is deeply committed to national goals and initiatives like Make-in-India, Vocal for Local & Aatmanirbhar Bharat in transforming India into a global design and manufacturing hub and improving the global competitiveness of the Indian digital infrastructure offerings. With a more dynamic brand-identity, a gripping value-proposition and added motivation to partner in India's digital journey, Polycab is geared up to show more than ever the difference it can make in people's work and lives.

As far as delivering consistent communication across all customer touchpoints is concerned, Polycab has presented a unified image of its brand-purpose, Smartly Connected, through the brand-promise of innovation, technology, safety and sustainability.

BRAND INNOVATION

R&D is deeply embedded in its mechanism to bring improved or new products to customers and make additions to the company's bottom-line. It has a state-of-the-art manufacturing facility, wherein with a high level of in-house Backward Integration and Automation capabilities, Polycab innovates and integrates technologies to create world-class OFCs, from 6 cores to 576 cores. Its Testing Lab exemplifies a NO COMPROMISE ZONE, wherein its QA Team ensures that each of its Optical Fiber Cables meets the global standards of quality and safety, before it leaves the premises. Polycab has well-defined mechanisms in place to proactively respond to continuously evolving product lifecycle fundamentals. It uses hi-tech testing equipment to ensure stringent adherence to a fool-proof quality control system.

Additionally, certifications and recognitions like ISO 9001: 2015, ISO 14001: 2015, UL-certification, BASEC & OHSAS 18001: 2007, TL 9000, NABL and Superbrand, illustrate Polycab's steadfast commitment to R&D and quality.

Ensuring **LAST-MILE CONNECTIVITY** by laying robust **DIGITAL INFRASTRUCTURE**

POLYCAB
TELECOM
SMARTLY. CONNECTED.

With a history marked by consistent expertise and achievements in manufacturing and supplying OFCs, Copper Cables, Hybrid Cables, OPCWs and E-2-E range of Passive Networking portfolio, Polycab Telecom, a division of Polycab India Ltd., is a leading Telecom EPC-player, with unified capabilities to supply, design, build and manage large turnkey telecom-infra projects, including integration and maintenance of NOC for telecom infrastructure.

Fulfilling the vision of Digital India and working for BharatNet, world's largest rural broadband project, we're continuously engaged in laying OFC-based network, the foundation for high-speed and scalable connectivity, that would transform lives for millions of villagers by enabling their access to various e-governance, educational and healthcare services.



POLYCAB INDIA LIMITED
Telecom Business

✉ info.telecom@polycab.com | 🌐 www.polycab.com/telecom



securonix

Continuing with the legacy of pioneering groundbreaking innovations

BRAND POWER

Securonix is one step ahead of legacy security solutions which struggle with limited deployment choices, less scalability, lack of cloud security functionalities, and obsolete rule-based threat detection methods. The threat landscape is evolving with new rapid technological advancement and to fight with the threats of today, enterprises need next-gen SIEM (Security Information & Event Management) solutions for an effective threat detection and response strategy.

According to data from Gartner & Forrester, Securonix stands out on three key capabilities -

- Cloud Model Maturity - A cloud-native SaaS architecture with flexible deployment options that meet the complex and demanding performance requirements of today.
- Attractive for MSSPs - Securonix's cloud-first data SaaS deployment strategy and flexible deployment options makes it attractive for MSSP partners
- All-In-One platform - Securonix provides a fully integrated and automated security and analytics platform which is most preferred by customers as they do not have to struggle with multiple applications.

BRAND VIRTUE

Analyst reviews are the best way to assess a brand's perception. Securonix takes in regular feedback from its direct customers and partners to identify where the improvement areas are so that the brand can deliver a top-notch customer experience. Recently, Securonix organised its flagship event called the SPARK Roadshow in India in which it spoke to a lot of its partners and customers about their specific needs and the ways in which the company can tailor its solution to meet their requirements.

BRAND STYLE GUIDE

To maintain brand uniformity, Securonix ensures there is consistency in messaging, visual identity, and customer experience across all touchpoints. There are several metrics that it deploys like Adhering to Brand Guidelines that have been established keeping in mind the brand identity; Customer Feedback and Satisfaction, Brand Recognition, Engagement Metrics, Conversion Rates, and Competitive Analysis.

Key features of Securonix EON include -

Insider Threat Psycholinguistics: Powered by Amazon Bedrock, this feature leverages the science of interpreting psychology through language to provide entity and activity-based risk scoring.

Adaptive Threat Modeling: Utilizing machine learning to create adaptive threat models and dynamically chain violations with anomaly detections, this feature enhances investigations.

InvestigateRX: This feature converts retrieved targeted and objective content into coherent, context-aware summaries, allowing analysts to make swift decisions and save approximately 15 minutes per incident.

BRAND INNOVATION

Securonix proudly carries a legacy of trailblazing innovation. Having introduced UEBA to the market when it was in its infancy, today it stands as a standard offering among vendors, signifying its profound market influence. Securonix's commitment to innovation persists, exemplified by its cloud-native SIEM solution that comes with UEBA and SOAR capabilities bundled up into a cohesive defense platform.

Last year, Securonix introduced Unified Defense SIEM (UDS) which can accommodate extremely large data demands with a highly scalable, single-tiered data storage model. The



HARSHIL DOSHI
Country Manager
India & SAARC, Securonix



Snowflake data cloud backend enables the SIEM to scale to 365 days of hot searchable storage without impacting performance. In 2024, it launched Securonix EON, an added layer on UDS that helps security defenders to fight AI-powered threats with 10x precision and efficacy, representing a remarkable advancement in its technological prowess.

Securonix recently announced Securonix EON which is a groundbreaking suite of AI-Reinforced capabilities to transform CyberOps in the face of new AI-powered threats. This launch advances Securonix's AI legacy, representing a major shift in equipping organizations to address the evolving cybersecurity threat landscape amidst the growing challenges faced by security teams.

“Securonix makes sure that its core values are reflected in every communication strategy (internal or external). All its team members are in sync with the values including the top management which further ensures consistency in every stakeholder conversation.”

INTRODUCING

securonix[®]eon[™]

A NEW ERA OF AI-REINFORCED CYBEROPS



Combat Advanced Attacks with Speed, Precision, and Efficacy



Maximize Efficiency and Reduce Alert Fatigue



Navigate the Complex Regulatory and Compliance Landscape

securonix[®]

Securonix is pushing forward in its mission to secure the world by staying ahead of cyber threats. Securonix EON provides organizations with the first and only AI-Reinforced threat detection, investigation and response (TDIR) solution built with a cybersecurity mesh architecture on a highly scalable data cloud. The innovative cloud-native solution delivers a frictionless CyberOps experience and enables organizations to scale up their security operations and keep up with evolving threats. For more information, visit www.securonix.com or follow us on LinkedIn and Twitter.



Learn more



SONICWALL®

A strong Integrated Security Brand to reckon with

DEBASISH MUKHERJEE
Vice President, Regional
Sales, Asia Pacific Japan,
SonicWall



BRAND POWER

With presence in 212 countries, SonicWall's is probably one of the oldest and well-established brands in the cybersecurity space. The company has been creating successful product generations while having its eyes and ears on the dynamic and ever-changing global threat landscape.

SonicWall's strategy has been to expand its offerings around 3 pillars Network Security, Cloud Security and Managed Services, and with acquisitions of companies such as Banyan Security and Proven cloud security provider. Its product offerings go hand in hand with its focus on enhancing partner relationships and maintaining the commitment to being a 100% channel-driven company. This is an indication that SonicWall's accomplishments have always been linked to the success of its esteemed partners and distributors.

SonicWall reinforces its ongoing commitment to its valued partners and extends its cybersecurity portfolio to include managed security services and cloud edge security solutions that are tailor-made for MSPs (Managed Service Providers) and MSSPs (Managed Security Service Providers).

A ROBUST CHANNEL STRATEGY

From the beginning, SonicWall's business strategy has been to work with partners across global markets to ensure wider reach. SonicWall's operational strategy is to keep listening to its partner requests, needs and suggestions. The company has spent the past 32 years focusing on its open ecosystem, solving alert fatigue and empowering MSPs to better secure both small- and medium-sized businesses (SMBs) as well as large enterprises. Acquisitions of companies such as Solutions Granted which delivers world-

class managed security services to MSPs will augment partners' managed service portfolio by extending new core offerings be it for endpoint, cloud or network discovery and vulnerability management solutions.

SonicWall University, which is one of its unique initiatives, provides a platform that has been designed to keep SecureFirst partner sales representatives, pre-sales and support engineers at the forefront of both cyberthreats and security solutions.

SonicWall also acknowledges every year distinguished partners and distributors for their sustained excellence in protecting customers in an ever-evolving, complex threat landscape with its annual SonicWall Partner Awards.

BRAND MESSAGING

SonicWall has been successfully growing its brand across regions by focusing on three areas - Branding, Partner Network and R&D. This is its strategy to not only meet the business goals but

also maintain the niche in the enterprise security arena.

While SonicWall has always been the dominant or no.1 player globally in the UTM segment, today the company's focus is more to be an integrated solutions provider. Customers are looking for solutions, not just products, which is why SonicWall is moving towards offering a unified platform where all security components are interconnected.

SonicWall realises the crucial role of MSPs and to meet this requirement, it ensures to keep its partner community updated on the company's ever-expanding portfolio. Its objective is to equip them well and thus raise the bar on their customer's security posture. SonicWall's strong team of over 17000 partners in various regions across the globe of which 2500 partners are based in India is a success story that is unparalleled and hence gives the company that edge in the market.

Lastly, SonicWall's has been quite focused on research and development, particularly in regions like India and China with more than 350 people providing technical support to the support teams.

BRAND INNOVATION

SonicWall is becoming more and more partner friendly, while also focusing on ensuring to have the right security solutions and business tools that are needed today to protect the customers as they do business. To achieve this goal SonicWall is constantly investing in research and development programs. An outcome to that is the recent introduction of SonicPlatform to provide world-class security across multiple solutions in a more cohesive, effective, and most importantly economic manner.

SonicWall's renewed commitment to its partners started over a year ago with the adoption of its "outside-in" strategy and has continued with the launch of its SecureFirst Partner Program.

NEVER ALONE. RELENTLESS SECURITY.

The cyber threat never stops growing, and yet,
we're confident we'll win.



Network and Access Security

NG Firewall, Switches and Access Points
Appliances, Virtual and Container Form Factors



Managed Endpoint (X) Detection and Response

Endpoint and User Insights Unified Alerts and
Reports Managed EDR



Secure Access Service Edge (SASE)

Remote Access (VPN/ZTNA) Cloud Security
SD-WAN



Managed Security Services

Procurement and Entitlement Automated Onboarding
and Deployment 3rd party integrations (PSA / RMM / IdP, etc.)



AI's evolution in transparency, generative capabilities, and responsible development is reshaping industries and talent landscapes

In the rapidly advancing technological landscape, artificial intelligence (AI) has become a revolutionary force, reshaping industries and redefining the future. The AI market is projected to reach a staggering \$407 billion by 2027, experiencing substantial growth from its estimated \$86.9 billion revenue in 2022. This rapid growth emphasizes the increasing impact of AI technologies in the coming years.

The proliferation of data and future tech has brought a paradigm shift in the way businesses operate in today's age and organizations are extensively leveraging emerging technologies to optimize business management and operations. For example, we, at Tally Solutions have seamlessly integrated technology into the BMS ecosystem, driving innovations that address critical challenges faced by MSMEs, enabling them to optimize costs, improve efficiency, safeguard data, and streamline operations.

These top five trends represent not just technological progress but a paradigm shift that will shape the future trajectory of AI development.

- **Explainable AI (XAI):** XAI represents a significant paradigm shift in enhancing transparency in AI decision-making processes. Organizations are leveraging XAI to build trust and ensure responsible AI development. By providing insights into how AI reaches decisions, businesses can enhance transparency, address bias, and be more accountable in their use of AI.
- **Generative AI:** Businesses are utilizing Generative AI to revolutionize various aspects of their operations. For instance, in design and content creation, Generative AI is being used to develop personalized product designs and craft compelling marketing copy. In the healthcare sector, it is contributing to cutting-edge drug research. Additionally, in MSMEs space, Tally's AI-driven analytics are creating robust tools that will help with predictive maintenance, demand forecasting, cash flow management, and tackling the nuances of employee turnover.
- **AI at the Edge:** According to a report by PwC, the global edge computing market is expected to reach USD 87.3 billion by 2026. Organizations are leveraging AI at the Edge to enable faster real-time decision-making and reduce operational costs. For instance, in the automotive industry, AI at the Edge is being used to power autonomous vehicles, leading to more efficient and safer transportation. Additionally, the deployment of AI models at the edge is democratizing access to AI, making it more accessible to small and medium enterprises (SMEs) and reshaping the technological landscape.
- **Hyperautomation:** Businesses are increasingly relying on Hyperautomation to optimize their operations. By deploying AI-powered tools for repetitive tasks, organizations are achieving higher productivity and cost savings. This, in turn, allows human workers to focus on more strategic and creative roles within the organization, fostering an environment of innovation and higher-order problem-solving. Hyperautomation is also poised to truly enhance the business management functions across the mid and small scale industries. For example, even at Tally, we have been building capabilities that are augmenting processes like invoice reading, bill processing, etc., making some business management processes automated end to end, hassle-free, and error-free.



TUHIN SENGUPTA
Lead Architect – AI
Tally Solutions

Tally is spearheading the integration of AI, and is working on offering a versatile toolkit for various purposes: from deciphering market trends to gaining deep customer insights, enhancing business efficiency, refining decision-making processes, mastering cost management, and seamlessly automating business operations. These AI tools transcend mere functionality; they emerge as transformative allies, shaping the trajectory of MSMEs and defining the future of their business landscape.

- **Responsible AI Development:** According to a report by PwC, 85% of AI adopters have implemented or plan to implement ethical guidelines for AI. Organizations are prioritizing Responsible AI Development to address ethical concerns and ensure data privacy. By implementing ethical guidelines and addressing algorithmic bias, businesses are laying the foundation for the responsible and sustainable integration of AI into their operations. This approach not only mitigates risks but also builds trust with customers and other stakeholders.

Moreover, the AI transformation is also driving a significant shift in the talent landscape, with businesses increasingly relying on AI-related positions to optimize operations and compensate for labor shortages. In 2022, 39% of businesses reported hiring software engineers, and 35% hired data engineers for AI-related positions, according to a McKinsey report. This presents a significant opportunity for professionals to upskill and adapt to the changing landscape, ensuring they remain competitive in the job market.

Be #SimplyProfessional with the all-new TallyPrime 4.1



Accounting



e-Invoicing



Inventory



Compliance



Banking



Audit Trail
(Edit Log)



TallyPrime
with AWS



Simplified
MSME Payments

Buy/Upgrade:

Chat with us on  +91 90199 10043
or log on to tallysolutions.com



Delivering Advanced, AI-driven technology to always stay ahead of the curve

BRAND POWER

TP-Link works on a multi-pronged strategy keeping in mind a mix of technology and human (channel partners) at the core which are as follows.

1. **Innovative Product Range:** TP-Link offers a comprehensive portfolio for SMBs and enterprises, featuring cutting-edge technologies like Wi-Fi 6 and mesh networking. Continuous investment in R&D ensures TP-Link stays ahead in delivering top-notch solutions not only for home customers but also for the SMB and Enterprise segment.
2. **Quality and Reliability:** While developing innovative solutions, TP-Link always keeps an eye on quality of its products to be top notch in terms of quality and reliability that provide robust solutions.
3. **Customer-Centric Approach:** TP-Link always believes in providing complete solutions for its customers combined with dedicated pre- and post-sales support, comprehensive warranties, and a focus on satisfaction.
4. **Competitive Pricing:** By optimizing supply chain and manufacturing processes, TP-Link offers advanced technology at competitive prices, ensuring great value for money without compromising on quality and that has been a hall-mark for us a brand.
5. **Sustainability:** TP-Link is committed to eco-friendly practices and reducing its environmental footprint through sustainable product designs and responsible manufacturing.

For 2024, TP-Link will be focusing on strategies on the following.

1. **Drive Innovation:** TP-Link will continue to lead in technological advancements, with a special focus on AI-driven technologies to even further enhance its solutions and not to miss enhanced security features as well.
2. **Strengthen Partnerships:** Training both technical and pre-sales for its partner communities will be the mainstay along with certification programs to enhance TP-Link's partnerships.
3. **Expand Market Presence:** TP-Link aims to enter new markets and bolster its presence in existing ones with strategic marketing and localized solutions. It already has its presence in metros, tier-1 cities that TP-Link plans to increase to other smaller cities as well.
4. **Enhance Customer Experience:** Improving customer support with AI and automation and expanding educational initiatives will help customers maximize product benefits.
5. **Sustainability Focus:** TP-Link will increase its commitment to sustainability with greener practices and energy-efficient products.

BRAND VIRTUE

TP-Link conducts extensive market research as well as participates in industry market research by leading agencies that helps the brand to get insight into customers' mindsets and come up with innovative solutions. Utilizing tools like Google Analytics and social media analytics, TP-Link tracks website traffic, engagement rates, and social media mentions. This helps to understand how the brand is perceived online and identify areas for improvement.



SANJAY SEHGAL
Director & COO, TP-Link India

TP-Link actively gathers and analyses feedback from customers through reviews, support interactions, and satisfaction surveys. Analysing sales data also helps the company understand product performance and customer purchasing behaviours.

TP-Link uses sentiment analysis tools to monitor online conversations and sentiments about the brand to gauge public perception and address any negative feedback promptly. Regular feedback from its channel partners and distributors provides valuable insights into market dynamics and customer preferences, informing its strategic initiatives and partnership programs.

BRAND MESSAGING

TP-Link India's value proposition centres on delivering high-quality, innovative networking solutions that offer exceptional performance and reliability at competitive prices. To ensure consistent communication of this value proposition across all customer touchpoints, the brand employs a multi-faceted strategy. This includes the implementation of strict brand guidelines that define its visual identity, messaging, and tone of voice, which are consistently reinforced through training programs for its employees and partners. TP-Link uses a centralized repository of marketing materials to maintain uniformity and has a dedicated team to review and approve all customer-facing communications. Regular audits and feedback loops help the company to refine its strategies, ensuring the value proposition remains clear and consistent across all interactions.

BRAND INNOVATION

TP-Link India places a paramount emphasis on research and development, particularly in product engineering, to drive innovation and maintain its competitive edge. R&D is the backbone of its strategic vision, and it allocates significant resources to this area. TP-Link's dedicated team of engineers and researchers work tirelessly on developing cutting-edge solutions, such as Wi-Fi 6, AI-driven networking products, and smart home technologies. By integrating the latest advancements in technology, TP-Link ensures that its products not only meet but exceed customer expectations in terms of performance, reliability, and value.

TP-Link's strong commitment to R&D in product engineering enables it to deliver state-of-the-art networking solutions, maintain its leadership in the industry, and provide customers with the best possible technology to support their needs. This focus on innovation is key to TP-Link's ongoing success and competitiveness in the market.



Across India! Always Closer, Always Accessible

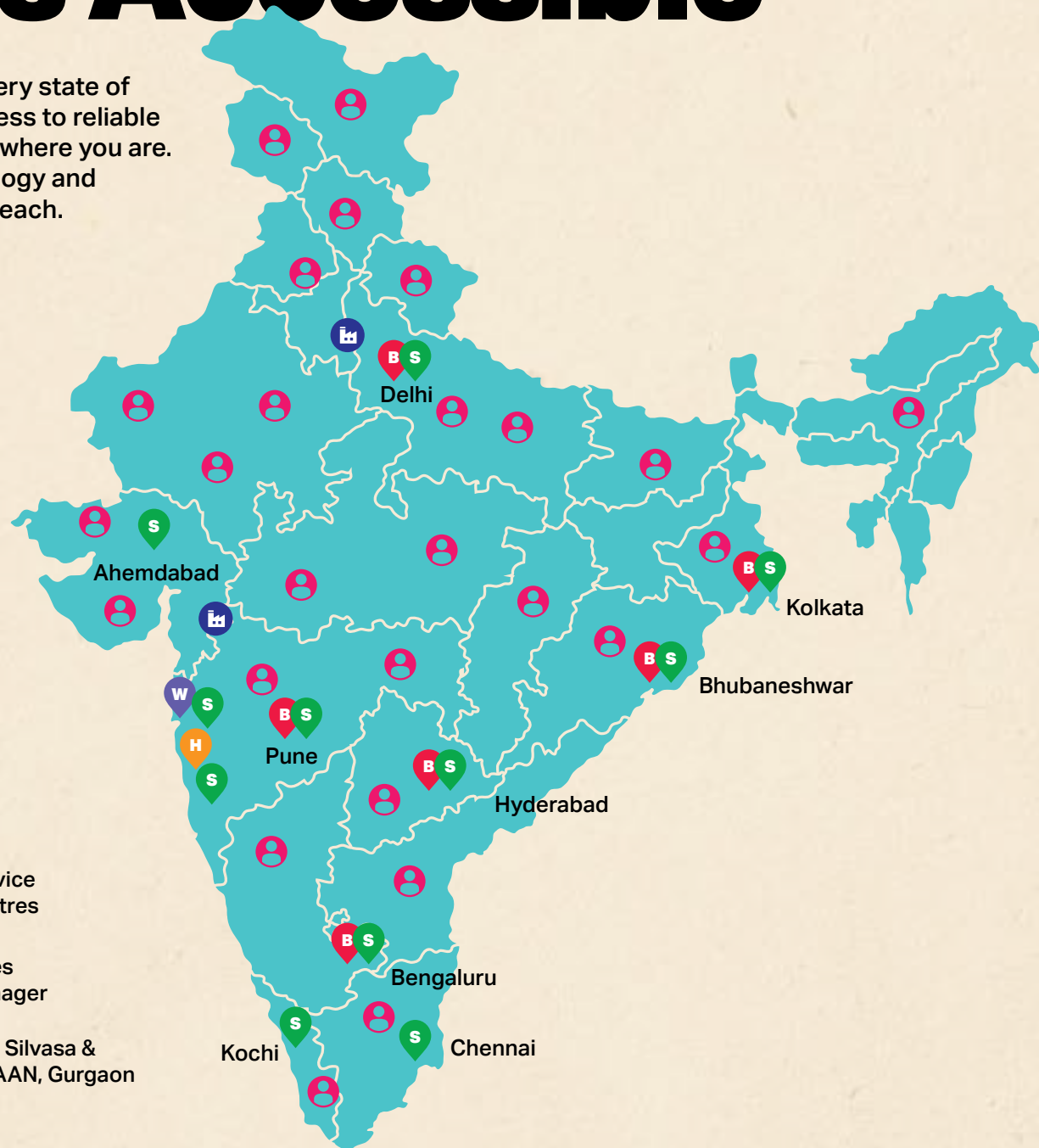
TP-Link's robust presence in every state of India ensures that you have access to reliable networking solutions no matter where you are. With TP-Link, top-notch technology and support are always within your reach.


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 **6** Branch Locations

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-  Service
Centres
-  Sales
Manager
-  PCT Silvasa &
VIVAAN, Gurgaon

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TVS Electronics: Innovating the Future of Electronics Solutions with 'Made in India' Excellence and Driving Market Leadership in Point of Transaction Solutions

TVS Electronics, an Indian Electronics manufacturer with 37 years of expertise, stands out through its integrated approach, offering 'End-to-end Solutions' from design to services across Point-of-transaction products (hardware and software), manufacturing, IT-field support, banking solutions, IT Infra-managed services, and green energy solutions. Its strength lies in its robust partnerships with global tech leaders and its advanced Industry 4.0 facility in Tumakuru.

In 2024, TVS Electronics will sustain and enhance its value proposition through its state-of-the-art SMT line, focusing on manufacturing for captive needs and offering EMS as a service to prospective OEMs. By leveraging its nationwide service network and commitment to the 'Make in India' initiative, the company aims to consistently deliver high-quality, reliable solutions.

BRAND EVOLUTION

TVS Electronics has emerged as an integrated end-to-end electronics solutions provider in India, offering design, manufacturing, sales, services, warranty solutions, IT Infra managed services and end-of-life solutions, offering the entire value chain of manufacturing, box build, supply chain and logistics support. It caters to diverse businesses, including Retail, Shipping & Logistics, BFSI and Government establishments.

The Comprehensive Retail Solutions (CORE) platform is the flagship of TVS Electronics and is designed to serve as a 'Single-point Solution Provider' for retail businesses, which includes a range of essential Point-of-transaction solutions such as Touch POS systems, printers, scanners, handheld POS devices, cash counting machines,

and various IT peripherals with robust repair and customer support services.

TVS Electronics also offers TVS-E Pay, an in-house billing software solution and has established partnerships with prominent retail software providers like Royal POS, Snapbizz, and Queue Buster. It enables the brand to tailor solutions according to specific customer requirements, offering a comprehensive suite of solutions designed to cater to the unique needs of different retail formats, complementing its Touch POS hardware.

With a nationwide presence spanning 427 districts, supported by over 5000 professionals, a vast network of service centers, 25 warehouses, 140 distribution partners, and 4000 resellers, TVS Electronics ensures extensive accessibility for its solutions.

TVS-E today reaches over 19,500 postal codes across the country with a service network of over 475 service partners and 5000 field agents. Service management for this scale is backed up with state of art advanced level (Level 3 & 4) PCBA and panel repair factory, 150-seater tech support centre and integrated operations control centre. Further, its AI-driven Auto Call Schedule and Allocation Engine enhances customer experience and operational efficiency by assigning jobs to the right-skilled agents, relaying schedules to customers, and offering real-time agent tracking.

COMPLEMENTING THE MAKE IN INDIA VISION

TVS Electronics is at the forefront in prioritizing indigenous product development to support



BALAJI. C
Vice President, Sales & Operations (Product Solutions Group) - TVS Electronics

India's 'Make in India' initiative. Currently, it has achieved over 50% domestic value addition across its existing product range and aims to exceed 80%, positioning the brand as the go-to supplier for both government and private sectors.

By establishing its Tumakuru manufacturing facility backed by a dedicated R&D practice, TVS Electronics is poised to deliver futuristic and innovative solutions in the coming months.

BRAND ROADMAP

In the ever-evolving landscape of technology and innovation, TVS-E emerges as a beacon of progress, ready to navigate the future with expanded solutions, stronger strategic partnerships, and a steadfast commitment to technological readiness. It also wishes to strengthen its R&D vision to explore and expand beyond its existing products, increasing investment for a 'print-less' future. As a preferred partner for domestic and international businesses, TVS Electronics will continue to keep the innovation fuelled by the 'Make in India' initiative.

While emerging as a leading Single-point Solution Provider for businesses with new generation technologies, TVS Electronics also wants to expand its reach in AIDC and D2C that involves directly engaging with customers.

Beyond the existing warranty solutions, the brand has also diversified into IT infrastructure support services, solar, and EV solutions. Its objective extends beyond increasing market share and aims to foster long-term partnerships with customers, partners, and stakeholders in these emerging markets.



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MAHESWARAN S
Country Manager – India, Varonis

Varonis – a Brand Trusted worldwide for keeping Critical DATA SAFE

BRAND POWER

Varonis is a leader in data security, helping people and companies protect against cybercriminals and malicious insiders. Its cloud-native Data Security Platform automatically eliminates data exposure and detects active threats, while its expert incident responders proactively monitor and respond to suspicious activity.

Varonis believes automated data security is the future, and the brand is here to help companies realize that vision. Varonis boasts to be the only data security solution in the market that can intelligently eliminate unnecessary access at scale, helping security teams keep up with the ever-growing risk of data exposure as more data is created and shared. Its incident response team of cybersecurity and forensics experts work behind the scenes, protecting mission-critical data from internal and external threats.

Varonis has introduced automated, game-changing features to help customers effortlessly remediate compliance gaps, limit third-party access, automatically fix security issues, and continually remove unnecessary access to Microsoft 365, Google Drive, and Box.

The Varonis Threat Labs team of security researchers and data scientists are among the most elite cybersecurity

minds in the world. With decades of military, intelligence, and enterprise experience, the research team proactively looks for vulnerabilities in the applications its customers use to find and close gaps before attackers can. All learnings are programmed into its platform to help customers stay ahead of cyberattacks.

Varonis helps companies solve the nearly impossible and ever-changing feat of keeping data safe. In today's cyber landscape, where there are always new ways to break in, new zero-days, and new mistakes to be made, the best way to stay ahead is to start with the target — the data. Varonis monitors this data maniacally to proactively catch threats and limit the damage of incidents — even ones that come from the inside.

Varonis goes beyond other security solutions because instead of just finding issues for security teams to fix, it leverages its own expertise and automation to solve them. The Proactive Incident Response Team even investigates alerts on customers' behalf, escalating true incidents instead of more noise.

Enterprises worldwide trust Varonis to secure their most critical data and improve their data security posture across SaaS, IaaS, third-party apps, NAS, and even on-prem.

BRAND INNOVATION

Varonis is constantly developing and strengthening its DSP. In the first few weeks of 2024, it unveiled many updates to improve the customer's cybersecurity posture –

- Integration with Snowflake's data warehouse
- A universal database connector enabling Varonis to integrate with virtually any connected database in the cloud or on-premises
- Expanded support for Azure Files

In February 2024, Varonis announced the latest evolution in its mission to deliver effortless outcomes for its customers - Managed Data Detection and Response (MDDR), the world's first managed service dedicated to stopping threats at the data level. MDDR combines Varonis' award-winning threat detection technology and automation with a global team of elite threat hunters, forensics analysts, and incident responders who investigate and respond to threats 24x7x365.

BRAND VIRTUE

Varonis transformed its brand in early 2024, and its rebrand mission is clear. It is laser-focused on conveying one message - The days of difficult-to-deploy, on-prem data security are over. Varonis offers more powerful automated data protection than ever before and the biggest transformation yet - it's all happening on its cloud-native Data Security Platform!

BRAND STYLE GUIDE

Varonis provides partners with an official brand guide featuring everything that its partners need. It also provides an array of co-branded downloadable marketing assets in its partner portal.

BRAND MESSAGING

Varonis' product newsletters ensure partners are kept abreast of the fast-evolving updates to its cloud-native Data Security Platform. It regularly holds instructional webinars and virtual Data-First Forums, featuring recognized guests from analyst firms, corporations, and notable tech leaders. Varonis also hosts its annual Connect! series of in-person events.

KEY MILESTONES IN 2024

- Varonis introduces MDDR - industry's first 24x7x365 threat detection and response service built to stop data breaches
- Varonis transforms its brand in early 2024, and rebrands itself as a security company offering powerful automated data protection on its cloud-native Data Security Platform!
- Varonis announces cybersecurity solution for Microsoft 365 Copilot — the industry's first purpose-built solution to secure Microsoft's AI-powered productivity tool before and after deployment.



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AMIT AGRAWAL
Chief Business Officer
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Web Werks is committed to environmental sustainability, integrating green practices and continually reducing its carbon footprint to align with its clients' goals. With data centers strategically located across key markets, Web Werks offers global reach and local expertise, providing personalized service tailored to regional needs.

BRAND POWER

Web Werk's strategic partnership with Iron Mountain Data Centers combines decades of expertise, providing unparalleled reliability and security. Iron Mountain's renowned secure storage and information management ensure world-class security at the data centers, with rigorous protocols and compliance with stringent industry standards.

In 2024, Web Werks Data Centers is investing in cutting-edge technologies such as AI-driven infrastructure management, advanced cooling systems, and high-density computing solutions to enhance its data centers' efficiency, reliability, and performance. Additionally, it plans to expand its global footprint by establishing new data centers in high-demand locations and forging new strategic partnerships to enhance its service offerings. These initiatives position Web Werks - Iron Mountain Data Centers to deliver secure, reliable, and sustainable solutions that empower clients to succeed.

BRAND VIRTUE

Web Werks prioritizes the strategic use of data-driven insights to assess and enhance its brand awareness and perception, aligning closely with its strategic goals. It regularly conducts customer satisfaction surveys and collects feedback to understand client perceptions, identify strengths, and address areas for improvement. Monitoring social media with tools like sentiment analysis allows the company to gauge public perception, track brand mentions, and respond promptly to both positive and negative feedback.

Conducting market research and competitive analysis enables Web Werks to benchmark its brand against competitors, refine its value proposition, and identify unique selling points. Web Werk's Customer Relationship Management (CRM) system offers insights into purchasing behaviours and preferences, enabling it to tailor its marketing strategies effectively. Advanced text mining of customer reviews and feedback further helps the company to understand the emotional tone behind feedback, providing deeper insights into brand perception.

BRAND STYLE GUIDE

Maintaining uniformity in brand representation across various touchpoints is crucial for a cohesive and consistent brand image. Web Werks employs several strategies to achieve this, starting with comprehensive brand guidelines that cover visual and verbal identity aspects, including logo usage, colour schemes, typography, tone of voice, and messaging. These guidelines are meticulously followed across all marketing materials, digital platforms, and customer interactions. All brand assets are stored in a centralized digital asset management system, ensuring easy access to the latest approved versions for its marketing and communication teams. Cross-functional collaboration among its marketing, sales, and customer service teams, along with quality control and review processes, help maintain uniformity.

Web Werks measures the efficacy of its brand strategy through various metrics. Brand awareness is gauged through metrics such as brand recall, recognition, and reach, supported by surveys and market research. Engagement metrics, including social media interactions and website traffic, provide insights into audience interaction. Customer feedback and Net Promoter Score (NPS) indicate customer satisfaction and loyalty. Sentiment analysis of social media mentions and reviews gauges the emotional tone associated with the brand.

This above strategic approach strengthens the Web Werks brand to enhance its market position and customer loyalty.

BRAND MESSAGING

Web Werk's value proposition revolves around delivering robust, reliable, and scalable data center solutions to meet the evolving needs of its clients. Its commitment to excellence, state-of-the-art infrastructure, and exceptional customer service distinguishes the brand in the industry.

To ensure consistent communication across all customer touchpoints, Web Werks employs several strategies. A unified messaging platform manages cohesive communication, supported by comprehensive brand guidelines that define its tone, visual identity, and messaging principles. Integrated marketing campaigns maintain aligned messaging across various channels, while employee training ensures that all staff can effectively communicate its value proposition.

Web Werk's CRM system allows personalized and consistent interactions, and it actively seeks customer feedback for continuous improvement. Cross-functional collaboration and regular updates help maintain a unified communication strategy, while its content management system ensures consistent digital content distribution. These strategies reinforce the brand's value proposition, enhancing brand integrity, and building trust and loyalty among the clients.



World Class Data Centers For Digital Infrastructure

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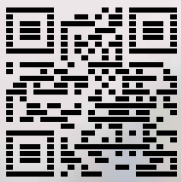
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Zoho to stay relevant in a hyper-competitive industry as an R&D and privacy-first company

BISHAN SINGH
Head of Channel Ecosystem
Zoho Corp.



BRAND POWER

Zoho has been bucking Silicon Valley trends for more than 25 years. The company's focus has always been on building its own products from scratch, by nurturing talent and know-how through long-term R&D efforts.

As part of this full-stack approach, Zoho today runs its own data centres and has brought more than 55 products to the markets, which cater to varied business needs from sales, marketing, and customer support to HR, finance, and employee collaboration. Its products and platforms are used by businesses of all sizes.

As a privately-held company, Zoho has always been able to focus on what is best for the customer and the employee. From the way Zoho builds to the way it hires, this unconventional approach has brought the company to more than 15,000 employees and 100 million users around the world. Zoho also takes the privacy of its users seriously. Privacy is baked into its business model.

Zoho's 28+ years of learnings and experiences gathered from staying highly relevant in a hyper-competitive industry will continue to fuel its future efforts. Another strategy that Zoho follows is transnational localism, a growth approach wherein the company strives to be locally rooted in a market through regional offices and a local team, while staying globally connected through shared culture and knowledge.

BRAND INNOVATION

Zoho's ability to innovate and offer one of the largest product portfolios in the industry is the result of its conscious choice to prioritise R&D. Zoho invests more in product development and customer support than in sales and marketing because it believes that's the best way to deliver choice and value to its customers. Over the years, Zoho has not just built a portfolio of products and capabilities, but also created a network of trusted partners (both SI and ISV) to deliver business solutions across

industries including but not limited to BFSI, manufacturing, retail, and healthcare.

Zoho will continue to prioritise remaining an R&D- and privacy-first company, building and offering products that showcase both in the highest order. It will also keep adding more breadth and depth to its product portfolio, establishing local presence worldwide to support its customers better, and working closely with the channel ecosystem to take its offerings to newer markets.

BRAND VIRTUE

Zoho neither shares user data with third-parties, nor does it monetize it. Additionally, Zoho does not show ads inside its products (not even in the free editions) to ensure non-intrusive user experiences. The company also does not run any third-party trackers on its websites.

Zoho leverages its own tools to gather data and insight across touchpoints, from website engagement to in-person interactions at events, social media conversations, NPS surveys, and more. It also looks at its organic traffic, brand search volume, social media mentions, etc.

With its unified product suite, Zoho is able to generate a holistic view of its users without being intrusive, and will continue to make this the bedrock of its brand position.

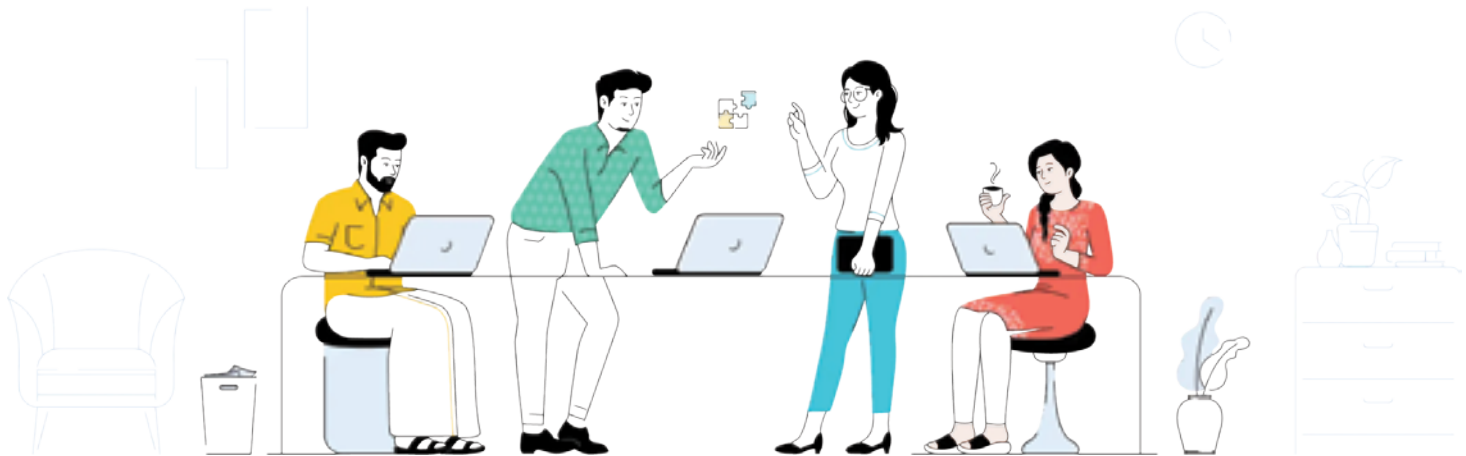
BRAND STYLE GUIDE

Zoho has comprehensive brand guidelines, including a style guide. It also runs internal checks on brand elements across the products, websites, and third-party engagements. Additionally, there is a central brand repository for customer-facing teams to use the assets in the best way possible.

An overarching strategy that Zoho prioritises here is staying highly consistent with the brand messaging and ensuring that all forms of brand elements across all touchpoints espouse the same values and message. Zoho believes that a good brand strategy, when put in action, helps deliver the right business outcomes, including good recall, trust, and loyalty.



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CIOs - TECH EXPERTS TO BUSINESS LEADERS



CIOs play a crucial role in driving digital transformation within organizations. They are responsible for envisioning and implementing digital strategies that drive growth, enhance customer experiences, and improve operational efficiency. By leveraging emerging technologies, fostering collaboration, and maintaining a customer-centric focus, CIOs can lead their organizations through successful digital transformation journeys, ensuring long-term success and competitiveness in the digital age.

The role of the Chief Information Officer (CIO) has significantly evolved from the traditional IT-driven leadership to a more dynamic model centered around being a business partner, strategic advisor, and facilitator of business plans. This shift reflects the growing importance of technology in driving business strategy and achieving organizational goals.

We have witnessed the shifting of the role of the CIO due to advancements in technology and evolving consumer expectations. Modern CIOs must be business-oriented leaders, strategic advisors, and enablers of digital transformation. By focusing on customer needs, driving innovation, and ensuring operational excellence, CIOs can effectively navigate the new business paradigms and contribute to their organization's success in the digital age. This evolution underscores the critical importance of the CIO role in shaping the future of business through technology.

Secondly, in an era of increasing cyber threats, it is imperative for Chief Information Officers (CIOs) to develop and maintain comprehensive cybersecurity and data privacy strategies. By implementing multi-layered defenses, robust access controls, continuous monitoring, and regular training, CIOs can significantly enhance their organization's security posture.

A well-rounded cybersecurity strategy not only protects sensitive data and ensures regulatory compliance but also supports business resilience, builds customer trust, and provides a competitive advantage. As cyber threats continue to evolve, CIOs must remain vigilant and proactive in safeguarding their organizations against potential risks.

Today, the role of CIOs has expanded significantly, positioning them as critical business leaders who drive growth, innovation, and change. By embracing these additional responsibilities, CIOs not only enhance the value of technology within their organizations but also contribute to broader business success. As agents of change, they are essential in navigating the complexities of the digital age, ensuring that their organizations remain competitive, agile, and resilient.

Having said that, the role of the Chief Information Officer (CIO) has shifted from a focus on selecting and implementing hardware and software solutions to a more strategic role. With an abundance of readily available technology solutions, the critical question for CIOs now is, "Should you implement it?"

The Eminent CIOs of India (ECIO 2024) section aims to showcase the best practices adopted by innovative IT leaders who have overcome various challenges and implemented paradigm shifts, leading to substantial business growth. These CIOs have demonstrated exceptional creativity and innovation in their IT strategies, enabling their organizations to thrive in a competitive and rapidly evolving technological landscape.

These tech leaders are at the helm of digital transformation and are recognized as Eminent CIOs of India 2024 who are driving digital transformation across various industries.



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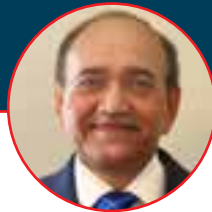
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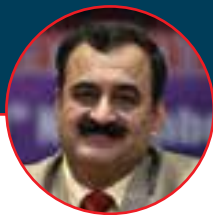
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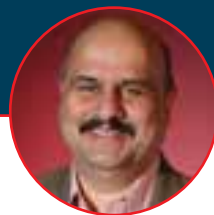
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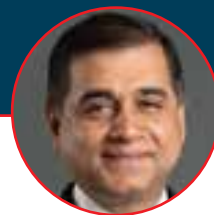
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SUSTAINING SUCCESS BY DELIVERING VALUE TO CUSTOMERS

JAIDEEP KHANDUJA, CHIEF TECHNOLOGY OFFICER, ACCIOMANGO PVT. LTD.

TRAVERSING THE DIGITAL FRONTIER

For the fiscal year 2024-25, our organization has identified several key priorities to harness the power of technology and drive innovation while supporting business growth. These priorities include: Digital Transformation; Cybersecurity and Data Privacy; Cloud Adoption and Infrastructure Modernization; Innovation and R&D; Talent Development and Skills Enhancement and Customer-Centricity. By prioritizing these initiatives, we aim to position our organization for sustained success in a rapidly evolving digital landscape while delivering value to our customers, employees, and stakeholders.

INFUSING TRUST IN A DIGITAL REALM

In our digital-first landscape, cultivating customer trust amidst evolving expectations for seamless omnichannel interactions is paramount to our organization. We prioritize several key strategies to achieve this, which are Data Privacy and Security; Personalized Experiences; Transparency and Communication; Consistency across Channels; Responsive Customer Support and Continuous Improvement. By focusing on these strategies, we aim to cultivate customer trust in our organization and establish long-lasting relationships built on transparency, personalization, and exceptional customer experiences across all channels.

DRIVING GROWTH IN THE AGE OF INNOVATION

In response to the rapid evolution of technology and the shifting skillsets of CXOs, our organization is committed to contributing to business growth in this dynamic environment through several key initiatives like Embracing Innovation; Investing in Talent Development; Strategic Partnerships and Collaborations; Agile and Adaptive Strategies; Customer-Centric Approach and Data-Driven Decision Making.

Overall, our organization is dedicated to proactively driving business growth in today's dynamic environment by embracing innovation, investing in talent development, forging strategic partnerships, adopting agile strategies, prioritizing customer-centricity, and leveraging data-driven insights to inform decision making. Through these concerted efforts, we aim to stay ahead of the curve, seize new opportunities, and thrive in an ever-changing business landscape.

BALANCING COMPLIANCE AND INNOVATION

In navigating the delicate balance between data privacy and security compliance and the imperative for operational efficiency and innovation, our organization employs a multi-faceted approach that prioritizes both regulatory adherence and business objectives.

We recognize the critical importance of compliance with data privacy regulations such as GDPR, CCPA, and others relevant to our industry and geographic locations. We have implemented robust data governance frameworks and processes to ensure that personal and sensitive data is handled in accordance with applicable laws and regulations. This includes conducting regular audits, risk assessments, and compliance checks to identify and address any gaps or vulnerabilities in our data management practices.

AI AND DATA ANALYTICS REVOLUTIONIZING HEALTHCARE SERVICES

DR. S.K.MEHER, HEAD HEALTH IT, AIIMS-NEW DELHI

TRAVERSING THE DIGITAL FRONTIER

The following steps need to be incorporated amid technology driven innovation in health care services:

Data Analytics and Artificial Intelligence (AI)

Data analytics and AI are at the forefront of healthcare services. Generative AI has piqued interest, but practical use cases are still in their early stages. AI is helping doctors analyze images more quickly and effectively, seeking signs of breast cancer, lung nodules, and many other conditions to reach more people with early detection.

Outsourcing

Strategic players, including not-for-profit health systems and payers, are facing financial pressures.

Despite local employee impact, outsourcing is becoming compelling due to financial benefits, capability gaps, and talent access challenges. Outsourcing spans areas like transactional functions (e.g., human resources, finance) and healthcare-specific functions (e.g., revenue cycle management).

Programmatic M&A

Healthcare services and technology companies have seen valuation reductions, leading to shutdowns and alternative-seeking. Strategic and private equity (PE) investors now have opportunities to acquire entities on favorable terms, adding talent and capabilities. PE deal volume in healthcare remains resilient, with fundraising showing positive trends. Mergers and acquisitions can help hospitals improve access to care by broadening the types of specialists or services that are available to patients.

Telehealth

Telehealth continues to take center stage, enabling remote consultations and improving access to care. Telehealth care allows you to talk with your health care provider on the phone or using video using computer, tablet, or smartphone. Telehealth helps online consultation and medical-lab prescriptions for diagnostic and treatment.

AI and Machine Learning in Diagnostics

AI-driven diagnostics enhance accuracy and speed in disease detection.

AI algorithms can analyze large volumes of medical data, including patient records, lab results, and medical images, to assist healthcare professionals in making accurate and timely diagnosis.

Disease Prevention, Outbreak, and Monitoring another area of impact of machine learning and AI for healthcare is disease prevention and monitoring and predicting potential outbreaks.

Block chain for Health Data Security

Block chain has so many applications in every sector such as healthcare, finance, government, identity, etc.

Block chain ensures secure and transparent health data management.





STRATEGIC FRAMEWORK FOR SUSTAINABLE BUSINESS EXPANSION IS PATHWAY TO PROSPERITY

NAVANEETHAN M, SENIOR VICE PRESIDENT- CISO & DATA PRIVACY OFFICER, ALICE BLUE

TRAVERSING THE DIGITAL FRONTIER

Key Priorities for Fiscal Year 2024-25

1. Digital Transformation:

- ◆ Accelerate the adoption of AI and machine learning to optimize business processes and decision-making.
- ◆ Invest in cloud infrastructure to enhance scalability, flexibility, and cost-efficiency.

2. Customer-Centric Innovation:

- ◆ Develop and launch new products and services that address the evolving needs and preferences of our customers.

- ◆ Implement advanced analytics and CRM systems to personalize customer interactions and improve satisfaction.

3. Sustainability Initiatives:

- ◆ Integrate sustainable practices into our operations and product development to reduce environmental impact.
- ◆ Promote corporate social responsibility (CSR) projects to support community well-being and sustainable growth.

4. Workforce Development:

- ◆ Upskill and reskill employees to ensure they are proficient in the latest technologies and methodologies.
- ◆ Foster a culture of continuous learning and innovation to stay ahead in a competitive landscape.

5. Market Expansion:

- ◆ Explore new markets and expand our global footprint through strategic partnerships and acquisitions.
- ◆ Focus on entering high-growth regions and industries to diversify revenue streams.

INFUSING TRUST IN A DIGITAL REALM

Cultivating Customer Trust in a Digital-First Landscape

1. Transparent Communication:

- ◆ Maintain clear and honest communication with customers about how their data is used and protected.
- ◆ Regularly update customers on new features, security measures, and any changes to policies.

2. Personalized Customer Experience:

- ◆ Use data-driven insights to offer personalized recommendations, offers, and support tailored to individual needs.
- ◆ Ensure a consistent and seamless experience across all digital and physical touchpoints.

3. Robust Security Measures:

- ◆ Implement state-of-the-art cybersecurity protocols to safeguard customer data.
- ◆ Conduct regular security audits and compliance checks to protect against breaches and cyber threats.

4. Customer Feedback Loops:

- ◆ Actively seek and act on customer feedback to improve products, services, and customer interactions.
- ◆ Create channels for customers to easily share their experiences and suggestions.

GAINING CUSTOMERS' TRUST IS ESSENTIAL FOR SMOOTH OMNICHANNEL INTERACTIONS

BIBHAS SEN CHOUDHURI, DGM IT, AMBUJA NEOTIA HEALTHCARE VENTURE LTD

TRAVERSING THE DIGITAL FRONTIER

In the fiscal year 2024-25, our organization has identified several key priorities to leverage technology-driven innovation to improve healthcare facilities and drive business growth:

- ◆ Data-Driven Decision-Making
- ◆ Customer-Centric Innovation
- ◆ Cybersecurity and Data Privacy
- ◆ Talent Development and Upskilling
- ◆ Sustainability and Responsible Practices

INFUSING TRUST IN A DIGITAL REALM

In our digital-first landscape, developing customer trust amidst evolving expectations for seamless omnichannel interactions is paramount. Here's how our organization fosters trust:

- ◆ Transparency and Consent
- ◆ Data Security and Privacy
- ◆ Responsive Customer Support
- ◆ Continuous Improvement and Feedback Loop

DRIVING GROWTH IN THE AGE OF INNOVATION

At our organization, we stay at the forefront of technological advancements and continuously adapt our strategies to leverage these innovations for driving business growth. Agile Adaptation, Talent Development, Partnerships and Collaboration, Customer-Centric Innovation.

Overall, our organization is committed to leveraging technology and innovation to drive business growth in this dynamic environment. We embrace change, invest in talent and prioritize collaboration and customer-centricity to stay ahead of the curve and deliver value to our stakeholders.

PIONEERING THE FUTURE

Several emerging trends are likely to significantly influence data management and analytics in the foreseeable future, presently we are working on Artificial Intelligence and Machine Learning, Edge Computing, Hybrid and Multi-Cloud Environments, Data Governance and Privacy Regulations, Explainable AI and Responsible AI and Data Democratization and Self-Service Analytics.

All these emerging trends underscore the importance of adapting data management and analytics strategies to leverage the latest technologies, address evolving regulatory requirements, and empower organizations to extract actionable insights from their data effectively.

BALANCING COMPLIANCE AND INNOVATION

Balancing compliance requirements with the imperative for operational efficiency and innovation is indeed a critical challenge in today's data-driven landscape. We approach this balance with Robust Compliance Framework, Proactive Risk Management, Culture of Security Awareness, Continuous Compliance Monitoring and Innovation with Privacy.





AIM TO PUT IA SOLUTIONS WITH A WIDE “GENERAL INTELLIGENCE” SCOPE INTO PRACTICE

SUBROTO PANDA, CIO - INFORMATION TECHNOLOGY GROUP, ANAND AND ANAND

TRAVERSING THE DIGITAL FRONTIER

In the ever-growing landscape of legal technology, where innovation is paramount for sustainable growth, our Firm has identified key priorities for fiscal year 2024-25 that leverage the transformative power of Intelligent Automation (IA) and Artificial Intelligence (AI).

We recognize the exponential pace of technological advancement, particularly the impactful integration of AI across various domains. Our focus lies in implementing IA solutions with a broad “General Intelligence” scope, specifically targeting repetitive tasks that hinder our operational efficiency. These solutions should seamlessly integrate with existing applications and APIs, streamlining workflows and empowering our workforce.

Phishing and Cybersecurity remains a critical concern in today's interconnected world. We firmly believe that AI presents immense potential in safeguarding our digital interconnectedness digital assets.

DRIVING GROWTH IN THE AGE OF INNOVATION

In today's dynamic tech landscape, where CXO roles demand a broader skillset, our firm prioritizes fostering a culture of continuous learning and upskilling for our internal workforce. We firmly believe that an organization's true growth hinges on developing its talent to meet evolving needs.

We achieve this through a robust internal knowledge-sharing program that leverages both Continuing Legal Education (CLE) and dedicated tech sessions. Our CLEs encompass both legal developments and cutting-edge technological advancements specifically relevant to the legal domain. Leading this ever-evolving environment requires staying ahead of the curve not only in terms of legal trends but also in technological innovations within the legal sphere. I, myself, actively engage with emerging technologies by delving into implementation strategies and visualizing the potential impact on both investment costs and overall service delivery.

Our firm is fortunate to be led by distinguished intellectual property (IP) authority, a true thought leader in the field. This leadership attracts clients seeking the advantages of working with such a highly regarded figure. Naturally, this translates to a high expectation for our team to deliver at a fast pace and with innovative solutions.

We've embraced this challenge by implementing a robust IT infrastructure equipped with cutting-edge tools and applications. Additionally, we actively integrate research-backed applications across various departments to enhance efficiency and effectiveness.

In essence, our commitment to continuous learning, technological exploration, and innovative service delivery empowers our workforce to drive business growth in this dynamic environment.

HARNESSING THE POWER OF BIG DATA TO GAIN VALUABLE INSIGHTS

KAMAL GOEL, EXECUTIVE VICE PRESIDENT – IT, ANAND RATHI SHARE & STOCK BROKERS LTD.

TRAVERSING THE DIGITAL FRONTIER

ATechnology certainly drives innovation and business growth that leads to value creation. 3 key priorities for our organization for fiscal year 204-2025 are:

- Innovation and Research:** Investing in research and development to foster innovation, explore new technologies, and stay ahead of the competition.
- Customer Experience:** Enhancing the customer experience by leveraging data analytics and technology to personalize interactions, improve service delivery, and increase customer satisfaction and loyalty.
- Sustainability:** Integrating sustainable practices into business operations to minimize environmental impact and meet the growing demand for eco-friendly products and services.



DRIVING GROWTH IN THE AGE OF INNOVATION

As an AI-driven organization, we're at the forefront of leveraging technology to drive business growth in today's dynamic environment. Here are some ways we contribute:

- Advanced AI Solutions:** We are developing cutting-edge AI solutions that empower businesses to streamline operations, enhance customer experiences, and make data-driven decisions.
- Customized Consultation:** Our IT team of experts is working to provide customized consultation to internal Business heads, helping them understand the latest technological trends and their potential impact on their business strategies.
- Agile Development:** Our agile development methodology allows us to rapidly prototype and iterate on solutions, ensuring that businesses can quickly adapt to changing market conditions and customer demands.
- Data-Driven Insights:** By harnessing the power of big data and advanced analytics, we help business heads to gain valuable insights into customer behavior, market trends, and competitor strategies.

PIONEERING THE FUTURE

Several emerging trends are poised to significantly influence data management and analytics in the foreseeable future:

- AI and Machine Learning Integration:** As AI and machine learning algorithms continue to evolve, they will become more integrated into data management and analytics processes.
- Data Privacy and Security:** With growing concerns over data privacy and security, there will be an increased focus on implementing robust data governance frameworks and privacy-enhancing technologies.
- Real-Time Data Analytics:** The demand for real-time analytics will continue to grow as organizations seek to make data-driven decisions faster.
- Self-Service Analytics:** There will be an increased emphasis on empowering business users to perform their own data analysis through self-service analytics tools.



AI SYSTEMS ARE ENABLING A SEISMIC SHIFT IN THE WORLD OF CYBERSECURITY

KHUSHBU JAIN, FOUNDING PARTNER, ARK LEGAL

DRIVING GROWTH IN THE AGE OF INNOVATION

In the rapidly evolving landscape of cybersecurity, AI-based technologies have emerged as powerful tools to strengthen our defenses against ever-evolving (hidden) threats. With their unparalleled ability to crunch mind-boggling amounts of data and spot patterns that would escape even the most eagle-eyed human analyst, AI systems are causing a seismic shift in the world of cybersecurity.

These cutting-edge technologies are not just here to play around, they mean business. With its advanced capabilities, AI is enhancing our ability to detect and respond to cyber threats with greater speed and accuracy. It can anticipate and mitigate vulnerabilities before they are exploited, providing a proactive defense against potential attacks. AI's analytical prowess enables it to analyze and classify malware, keeping us one step ahead of evolving threats. Additionally, AI plays a crucial role in improving identity and access management, ensuring that only authorized individuals have access to sensitive information.

PIONEERING THE FUTURE

One of the primary challenges lies in protecting data and preserving privacy. AI-powered cybersecurity solutions rely on vast amounts of data, which often include sensitive information. It is crucial to ensure compliance with data protection regulations, such as the DPDP Act 2024 of India, GDPR of Europe, or CCPA of the state of California in the United States and others. By understanding and adhering to legal requirements governing data collection, storage, and processing, organizations can avoid potential legal consequences and safeguard their reputation.

Bias and fairness are also critical considerations. AI algorithms are trained on data, and if that data carries biases, it can lead to biased or unfair outcomes. It is important to be aware of the potential for bias in AI-powered cybersecurity solutions and take proactive steps to mitigate it.

Liability and accountability are significant concerns when implementing AI solutions. If an AI-powered cybersecurity solution fails to detect or prevent a cyber attack, the question of responsibility arises.

Protecting intellectual property (IP) is another critical concern. As AI technology continues to advance, safeguarding AI algorithms, models, or methodologies becomes crucial. Vendor management poses its own set of challenges. Many organizations rely on third-party vendors for AI solutions, making it crucial to assess the legal and regulatory compliance of these vendors.

Vendor management poses its own set of challenges. Many organizations rely on third-party vendors for AI solutions, making it crucial to assess the legal and regulatory compliance of these vendors. Conducting due diligence, reviewing contracts, and establishing clear service level agreements (SLAs) are essential steps to ensure that vendors adhere to legal requirements and protect the organization's interests.

Way Ahead: By prioritizing data protection and privacy, addressing bias and fairness, understanding liability and accountability, safeguarding intellectual property, embracing ethical considerations, managing vendors effectively and nurturing a skilled workforce, organizations can successfully navigate the legal and other complexities of AI-generated cybersecurity solutions and harness the full potential of AI in cybersecurity, to fortify our defenses and to stay ahead of the ever-evolving landscape of cyber threats.

UTILIZING TECHNOLOGY TO OPTIMIZE PROCEDURES, BOOST DECISION-MAKING, AND INCREASE EFFICIENCY

DOMINIC VIJAY KUMAR, SR. VP & CHIEF TECHNOLOGY OFFICER, ART HOUSING FINANCE (INDIA) LTD.



TRAVERSING THE DIGITAL FRONTIER

In the fiscal year 2024-25, our organization has identified several key priorities to stay competitive and foster growth:

- 1. Technology Integration:** We aim to further integrate technology across all aspects of our operations to enhance efficiency, improve decision-making processes, and streamline workflows. This includes investing in advanced analytics, automation, and AI-driven solutions to optimize resource utilization and drive innovation.
- 2. Digital Transformation:** Embracing digital transformation is crucial for staying relevant in today's rapidly evolving business landscape. We plan to accelerate our digital initiatives, such as enhancing our online presence, expanding e-commerce capabilities, and leveraging digital platforms for better customer engagement and service delivery.
- 3. Cybersecurity Enhancement:** With the increasing frequency and sophistication of cyber threats, strengthening our cybersecurity defences is paramount. We will focus on implementing robust cybersecurity measures, conducting regular audits and assessments, and providing comprehensive training to our employees to mitigate risks and safeguard sensitive data.
- 4. Sustainability Initiatives:** Addressing environmental and social concerns is integral to our long-term sustainability and corporate responsibility. We are committed to implementing environmentally friendly practices, reducing our carbon footprint, promoting diversity and inclusion, and supporting community initiatives aligned with our values.
- 5. Talent Development:** Investing in our workforce is essential for driving innovation and maintaining a competitive edge. We will prioritize talent development initiatives, including upskilling and reskilling programs, leadership development, and fostering a culture of continuous learning and collaboration to nurture talent and drive organizational growth.
- 6. Customer-Centricity:** Understanding and meeting the evolving needs of our customers is fundamental to our success. We will focus on enhancing customer experience through personalized services, proactive communication, and leveraging customer feedback to drive product and service improvements.
- 7. PAN India Expansion:** As part of our growth strategy, we aim to explore new markets and expand our PAN India footprint. This may involve strategic partnerships, acquisitions, or entering emerging markets to capitalize on growth opportunities and diversify our revenue streams.

PIONEERING THE FUTURE

Several emerging trends are poised to significantly influence data management and analytics in the foreseeable future:

- ◆ AI and Machine Learning Integration
- ◆ Edge Computing
- ◆ Hybrid and Multi-Cloud Environmen
- ◆ Explainable AI (XAI)
- ◆ Augmented Analytics
- ◆ Data Governance and Privacy Regulations
- ◆ DataOps



USING AI & BI OFFERINGS TO ADDRESS CLIENT NEEDS

GANESH VISWANATHAN, PRESIDENT, ASSISTO TECHNOLOGIES PVT. LTD.

TRAVERSING THE DIGITAL FRONTIER

In the fiscal year 2024-25, Assisto Technologies has outlined several key priorities to further advance our pioneering work in AI & BI

- ◆ **Enhancing AI Capabilities:** We aim to bolster our AI capabilities by investing in advanced algorithms, machine learning models, natural language processing techniques, and Generative AI.
- ◆ **Expanding BI Offerings:** Our Business Intelligence offerings will be expanded to provide clients with even more comprehensive and actionable insights. This includes developing new analytics tools, improving data visualization techniques, enhancing predictive analytics capabilities, and leveraging Data Warehouses for robust data management.
- ◆ **Focus on Data Security and Privacy:** Ensuring the security and privacy of our clients' data remains a top priority. We will continue to invest in robust security measures, conduct regular audits, and stay abreast of the latest compliance requirements to safeguard sensitive information.
- ◆ **Customer-Centric Solutions:** Our commitment to delivering customer-centric solutions will remain unwavering. We will actively gather feedback, engage in co-innovation with customers, and tailor our AI & BI offerings to address the specific needs and challenges of each client.
- ◆ **Scalability and Performance:** With the increasing demand for AI & BI solutions, scalability and performance are paramount. We will optimize our infrastructure, leverage cloud technologies, and implement scalable architectures to ensure seamless performance even as our customer base grows.

INFUSING TRUST IN A DIGITAL REALM

In today's digital-first landscape, Assisto Technologies is deeply committed to fostering customer trust amidst the ever-evolving expectations for seamless omnichannel interactions. Central to this commitment is our unwavering dedication to data privacy and security. We employ stringent security measures and adhere to strict privacy standards to safeguard customer data across all digital touchpoints. Through encryption, access controls, and regular security audits, we ensure that customer information remains protected, instilling confidence and peace of mind among our clientele.

DRIVING GROWTH IN THE AGE OF INNOVATION

In the face of rapid technological evolution and the shifting landscape of CXO skillsets, Assisto Technologies remains at the forefront of driving business growth in this dynamic environment through several key contributions.

First and foremost, our organization is dedicated to continuous innovation. We invest heavily in research and development to stay ahead of emerging technologies and trends, enabling us to offer cutting-edge solutions that meet the evolving needs of our clients. By staying agile and adaptive, we empower CXOs to leverage the latest advancements in technology to drive efficiency, productivity, and competitive advantage within their organizations. Furthermore, Assisto Technologies places a strong emphasis on talent development and acquisition. Finally, our organization is deeply committed to fostering strategic partnerships and collaborations.

AI TO IMPROVE INSIGHTS THROUGH AUGMENTED ANALYTICS, WHILE EDGE COMPUTING TO ALLOW REAL-TIME PROCESSING

RAVI MUNDRA, HEAD OF IT INFRASTRUCTURE, CLOUD & CYBER, ATLANTIC GULF & PACIFIC (AG&P)

TRAVERSING THE DIGITAL FRONTIER

For the fiscal year 2024-25, our organization has identified several key priorities. These include advancing digital transformation initiatives to enhance operational efficiency and agility, strengthening measures for data privacy and security to safeguard sensitive information, leveraging AI and automation technologies to drive innovation and productivity, prioritizing customer-centric strategies to deliver exceptional experiences, promoting sustainability practices to minimize environmental impact, investing in talent development for skills advancement, fostering ecosystem partnerships for collaborative growth, and ensuring resilience against disruptions through robust risk management and business continuity planning. These priorities aim to drive sustainable business growth and maintain competitiveness in an evolving technological landscape.



INFUSING TRUST IN A DIGITAL REALM

In our digital-first approach, we prioritize transparency, security, and responsiveness to foster customer trust. Through clear communication of data usage, stringent privacy protection measures, and proactive customer support, we demonstrate our commitment to safeguarding their interests. Leveraging advanced analytics, AI, and seamless integration across channels, we deliver personalized experiences that anticipate and meet customer needs, ensuring consistency and reliability in every interaction, thus building lasting trust in our omnichannel ecosystem.

PIONEERING THE FUTURE

Emerging trends such as augmented analytics, edge computing, and quantum computing are poised to significantly influence data management and analytics. Augmented analytics will enhance insights through AI, while edge computing enables real-time processing. Quantum computing promises unprecedented processing power. These trends will reshape data management strategies, accelerating innovation and unlocking new possibilities for extracting insights from vast datasets.

BALANCING COMPLIANCE AND INNOVATION

Our organization takes a proactive and assertive approach towards data privacy and security, compliance, operational efficiency, and innovation. We establish robust compliance frameworks that align with relevant regulations and integrate privacy considerations into product development processes right from the start. We implement advanced security technologies to safeguard data and continuously monitor, assess risks, and audit to ensure strict adherence to regulatory requirements. We foster a culture of compliance and accountability throughout the organization, emphasizing the utmost importance of data integrity. This approach enables us to maintain operational efficiency and drive innovation while prioritizing data privacy and security. By embedding compliance measures into our operations and innovation initiatives, we mitigate risks, build trust with stakeholders, and ensure sustainable business growth in an era where data privacy and security are of paramount importance.



AGILE TECHNIQUE ENCOURAGES TEAMWORK, ADAPTABILITY, AND CONTINUOUS ITERATION

BOHITESH MISRA, CO-FOUNDER AND CTO, AVEXA SYSTEMS PVT. LTD.

TRAVERSING THE DIGITAL FRONTIER

We are currently developing a connected Healthcare Analytics platform for providing services to patients, Insurance companies, individuals, doctors, healthcare service providers, pharma and labs and as a Technology leader, we have adopted the agile development methodology to manage our technical development projects more effectively. Agile methodology promotes collaboration, flexibility and constant iteration, making it easier to adapt to changing requirements and delivering development projects on time and within budget. We use automation tools and platforms to streamline our routine tasks and reduce some manual efforts. This helps in

increase in efficiency, reduce errors and cut costs.

Cloud computing eliminates the need for expensive hardware and infrastructure and also allows our organization to scale these solutions as needed. Use of collaboration tools such as project management software, communication tools and file sharing platforms help us in improving communication and collaboration between various teams, reduces errors and misunderstandings.

DRIVING GROWTH IN THE AGE OF INNOVATION

In this dynamic landscape, my organization stays ahead by leveraging cutting-edge latest technology and continuously evolving our offerings to meet the changing needs of our clients. We invest in market surveys and research and development to ensure that our products and services remain at the forefront of innovation.

We always prioritize talent development and training to equip our CXOs and employees with the skills and knowledge needed for growth in this fast growing digital age. We foster a culture of continuous learning and encourage experimentation and creativity to drive innovation. We collaborate with industry partners and experts to stay ahead of emerging trends and technologies, allowing us to anticipate market shifts and proactively adapt our strategies. Our goal is to empower our clients with the tools, insights and support they need to navigate this dynamic environment successfully and drive sustainable business growth.

PIONEERING THE FUTURE

Several emerging technology trends are significantly influencing the data management and analytics in healthcare platforms. These technologies continue to play a crucial role in healthcare data analytics. Managing and analyzing the data effectively is crucial for personalized medicine and remote patient monitoring. As healthcare platforms collect and analyze more sensitive patient data, ensuring data privacy and security is of a paramount importance. Compliance with regulations such as HIPAA, HL7 and GDPR continue to drive the development of robust data management and security protocols.

PRIORITIZING APPROPRIATE DATA MANAGEMENT AND ETHICAL AI IS THE NEED OF THE HOUR

DR YOGESH DADKE, IT LEADER - GLOBAL , AVIENT CORPORATION

INFUSING TRUST IN A DIGITAL REALM

For us, cultivating customer trust amidst for that we encompasses several strategic approaches:

Transparent Data Practices: We prioritize transparency in how we collect, use, and protect customer data. By clearly communicating our data privacy policies and adhering to stringent data protection regulations such as GDPR and CCPA, we instill confidence in customers that their information is handled responsibly and ethically.

Robust Security Measures: Security is paramount in fostering trust. We invest in robust cybersecurity measures to safeguard customer data across all digital touchpoints. This includes encryption, multi-factor authentication, and regular security audits to mitigate risks and protect against potential data breaches.

Personalization with Consent: While personalized experiences are valued, we recognize the importance of obtaining explicit consent from customers before leveraging their data for personalization purposes.

Seamless Omnichannel Integration: We strive to deliver a seamless and cohesive experience across all channels, whether it's online, mobile, social media, or in-store.

Continuous Feedback and Improvement: We actively seek feedback from customers to understand their evolving expectations and preferences. By listening attentively and adapting our strategies accordingly, we demonstrate our commitment to customer-centricity and continuous improvement, thereby strengthening trust and loyalty over time.

DRIVING GROWTH IN THE AGE OF INNOVATION

In our organization, we recognize the critical importance of staying ahead of the curve in a rapidly evolving technological landscape and adapting to shifts in CXO skillsets to drive sustainable business growth. A five pillar belief system that we adapt

Investment in Talent Development: We prioritize investing in our workforce by offering continuous learning and development opportunities to equip employees with the latest technological skills and knowledge.

Data-Driven Decision Making: We harness the power of data analytics, AI, and machine learning to derive actionable insights that inform our decision-making processes across all levels of the organization.

Collaborative Innovation Initiatives: We foster a collaborative environment where cross-functional teams work together to ideate, prototype, and implement innovative solutions that drive business growth.

Agile and Adaptive Strategies: We adopt agile methodologies and adaptive strategies to respond quickly to market changes and technological advancements.

Partnerships and Ecosystem Engagement: We actively engage with industry partners, technology vendors, startups, and academia to leverage external expertise, access cutting-edge technologies, and stay abreast of industry trends and best practices.

Customer-Centric Approach: We place a strong emphasis on understanding customer needs, preferences, and pain points to inform our strategic decisions and technology investments.





AI AND DATA ANALYTICS BOOSTING SERVICE EFFICIENCY

YOGENDRA SINGH, CIO, BARISTA COFFEE COMPANY LIMITED

TRAVERSING THE DIGITAL FRONTIER

Our key priorities revolve around enhancing customer experience, streamlining operations, and bolstering cybersecurity. We are particularly focused on leveraging AI and data analytics to personalize our customer interactions and improve service efficiency.

Additionally, we aim to expand our digital footprint by optimizing our online platforms and mobile apps to meet the evolving needs of our consumers. Strengthening our cybersecurity measures is also paramount to protect our data and maintain customer trust. In addition to enhancing customer experience, streamlining operations, and bolstering cybersecurity, other major focus for the fiscal year 2024-25 at Barista Coffee Company will be sustainability and the integration of IoT technologies.

sustainability and the integration of IoT technologies.

Sustainability Initiatives: We are dedicated to reducing our carbon footprint and promoting sustainable practices throughout our supply chain. This includes everything from sourcing eco-friendly materials and ingredients to implementing energy-efficient technologies in our stores.

IoT Integration: By integrating IoT (Internet of Things) devices across our operations, we aim to gain real-time insights into equipment performance, inventory levels, and consumer behavior. This will allow for more precise decision-making, better inventory management, and enhanced equipment maintenance—ultimately improving operational efficiency and reducing downtime.

INFUSING TRUST IN A DIGITAL REALM

In the rapidly evolving digital landscape, where personalized experiences and seamless omnichannel interactions are essential, Barista Coffee Company has adopted several strategic initiatives to cultivate and maintain customer trust:

- ◆ Data-Driven Personalization: We leverage data analytics to understand customer preferences and behavior patterns across various channels.
◆ Consistent Omnichannel Experience: We ensure that the customer experience is consistent across all platforms, whether it's our mobile app, website, or physical stores.
◆ Robust Privacy and Security Measures: We adhere to strict data protection regulations and use advanced cybersecurity measures to ensure that customer information is always secure.
◆ Responsive Customer Service: We invest in training our customer service teams to handle inquiries and issues efficiently across all channels.
◆ Feedback and Continuous Improvement: We actively solicit and listen to customer feedback, using it to drive improvements in our services and offerings.
◆ Educating Customers: We educate our customers about our products, the benefits of our loyalty programs, and our sustainability efforts.

By focusing on these areas, Barista Coffee Company ensures that customer trust is at the forefront of our digital strategy, aligning with their evolving expectations for a seamless, secure, and personalized experience across all touchpoints.

DRIVING BUSINESS GROWTH FOCUSING ON DIGITAL TRANSFORMATION

BHASKAR RAO, CHIEF INFORMATION SECURITY OFFICER, BHARAT CO-OP BANK (MUMBAI) LTD.

TRAVERSING THE DIGITAL FRONTIER

The key priorities for the current year are a zero trust environment, implementing the latest security layers to protect the environment, application, third party interfaces, users and customer transactions. The Bank has identified several key priorities aligned with leveraging technology to drive innovation and business growth:

- ◆ Enhancing Digital Customer Experience: The Bank aims to further enhance its digital channels to deliver a seamless and personalized customer experience and accelerate the digital transformation initiatives. This includes investing in user-friendly interfaces, optimizing mobile banking apps and payment systems, modernizing legacy systems and leveraging emerging technologies.
◆ Enhancing Cybersecurity Measures: Given the increasing sophistication of cyber threats, the Bank places a high priority on enhancing its cybersecurity measures. The Bank is working on a zero trust environment, this includes implementing robust encryption technologies, API / DNS security, Data Protection, conducting regular security audits and assessments, and providing comprehensive cybersecurity training to employees to mitigate the risk of data breaches and cyberattacks.



INFUSING TRUST IN A DIGITAL REALM

The Bank is continuously working on improving its omnichannels -

- ◆ Seamless Omnichannel Integration: We ensure that customers can seamlessly transition between digital channels such as mobile banking apps, online platforms, ATMs, and physical branches without experiencing any disruptions in service or security. Consistency in branding, messaging, and functionality across these channels is key to building trust.
◆ Continuous Innovation: We continuously invest in technology and innovation to stay ahead of evolving customer expectations and emerging threats.
◆ Robust Security Measures: The bank prioritizes the safety and security of customer data. Implementing state-of-the-art encryption, multi-factor authentication, privacy and fraud detection systems helps reassure customers that their financial information is safe across all digital channels.

DRIVING GROWTH IN THE AGE OF INNOVATION

In a dynamic environment characterized by rapid digitization and technological evolution, the Bank is committed to driving business growth through several strategic initiatives:

- ◆ Investment in Digital Transformation: We prioritize digital transformation initiatives aimed at enhancing the customer experience, streamlining operations, and driving innovation.
◆ Focus on Risk Management and Compliance: While driving innovation and growth, we remain committed to risk management and compliance.



STRATEGIC PRIORITIES AND KEY MILESTONES GUIDING THE TECHNOLOGICAL TRAJECTORY

ANAND KUMAR SINHA, CIO & GLOBAL HEAD IT, BIRLASOFT

TRAVERSING THE DIGITAL FRONTIER

For the next fiscal year, we have identified three key priorities that will guide our technology investments, initiatives, and strategies. These are:

- ◆ **Digital transformation:** We will continue to leverage the power of digital technologies such as cloud, artificial intelligence, automation, analytics, and cybersecurity to transform our business processes, operations, and service delivery.
- ◆ **Innovation and differentiation:** We will foster a culture of innovation and creativity within our organization, and encourage our employees to explore new ideas, technologies, and solutions that can create value for our

clients and differentiate us from our competitors.

- ◆ **Talent development and retention:** We will provide our employees with the opportunities, tools, and resources to enhance their skills, knowledge, and competencies in the latest and emerging technologies. We will also create a diverse, inclusive, and engaging work environment that fosters collaboration, learning, and growth.

INFUSING TRUST IN A DIGITAL REALM

My Team continues to lead the charge in digital transformation, leveraging cutting-edge technologies to enhance efficiency, agility, and innovation. As part of our ongoing commitment to staying at the forefront of technological advancements, we are excited to announce significant milestones in our journey.

Our integration of SAP SuccessFactors Recruiting and Onboarding platform has streamlined talent acquisition and onboarding across seven countries. The system offers automated offer generation, e-signature capabilities, and seamless integration with various HR systems. This holistic approach has led to efficiency gains, cost savings, and improved user experiences, reinforcing our commitment to digital transformation.

DRIVING GROWTH IN THE AGE OF INNOVATION

In the ever-evolving landscape of data management and analytics, several trends stand out as game-changers. Data is defying traditional boundaries, becoming more product-like, collaborating with AI, managing cloud costs, and prioritizing security.

- ◆ **Value Optimization:** D&A leaders now speak the language of value. They connect initiatives to critical business priorities, weaving compelling value stories.
- ◆ **Managing AI Risk:** As AI adoption grows, so do risks—ethical dilemmas, data quality concerns, and more. Effective AI governance and responsible practices are essential for building trust and catalyzing adoption. Responsible AI practices are like good manners for machines.
- ◆ **Observability:** Imagine peeking behind the curtain. Observability tools help us understand D&A system behaviour, reducing root cause identification time.
- ◆ **Data Sharing:** Collaboration thrives when data flows. Sharing internally and externally enhances decision-making and drives innovation.

USING CUSTOMER-CENTRIC STRATEGIES, AGILE ADAPTATION, AND DATA-DRIVEN INSIGHTS TO DRIVE GROWTH

ADV (DR.) PRASHANT MALI, CYBER LAW EXPERT, BOMBAY HIGH COURT

TRAVERSING THE DIGITAL FRONTIER

For the fiscal year 2024-25, Media Tech's priorities include advancing digital transformation through AI and cloud infrastructure, enhancing audience experience with personalized and interactive content, and strengthening cybersecurity and data privacy measures. We are committed to sustainable practices, fostering innovation through R&D, and expanding globally with localized content strategies. Additionally, we will focus on talent development and diversity to maintain our competitive edge.

INFUSING TRUST IN A DIGITAL REALM

In a digital-first landscape where personalized experiences reign supreme, Media Companies cultivate customer trust by prioritizing data privacy and transparency, ensuring customers know how their data is used and protected. We leverage advanced analytics and AI to deliver personalized content seamlessly across all digital platforms, maintaining consistent and engaging interactions. Our robust cybersecurity measures safeguard user data against threats, while our responsive, multi-channel customer support ensures prompt issue resolution. Additionally, we continuously gather and act on customer feedback to adapt and enhance our services, meeting evolving expectations and reinforcing trust.

DRIVING GROWTH IN THE AGE OF INNOVATION

Media Companies drive business growth in a rapidly evolving technological landscape by offering continuous learning programs to stay ahead with the latest skills. We invest in R&D to introduce cutting-edge solutions and leverage strategic partnerships with tech innovators. Utilizing advanced analytics, we provide data-driven insights for informed decision-making. Our agile methodologies enable quick adaptation to market changes, while a customer-centric approach enhances loyalty and trust, fueling sustained growth.

PIONEERING THE FUTURE

Emerging trends significantly influencing data management and analytics include AI and machine learning for advanced insights and real-time decision-making, and edge computing for reduced latency and faster analytics. Blockchain will enhance data security and integrity, while stricter data privacy regulations will drive sophisticated compliance solutions. Augmented analytics will democratize data access, and the proliferation of IoT devices will necessitate more efficient data storage and processing capabilities.

BALANCING COMPLIANCE AND INNOVATION

In an era where data privacy and security are paramount, Media Companies IT balances compliance with operational efficiency and innovation by integrating compliance into operational processes and utilizing advanced security technologies like encryption and blockchain. Continuous monitoring and regular employee training ensure adherence to standards without hindering innovation. Additionally, we collaborate with regulatory bodies to stay ahead of compliance trends, fostering a secure and efficient environment for innovation.





DEEP LEARNING MODELS AND ARTIFICIAL INTELLIGENCE WILL CONTINUE TO EVOLVE

SUBHASH KELKAR, CHIEF INFORMATION OFFICER, BSE LIMITED

PIONEERING THE FUTURE

There are two sides to the data coin, usage, and security.

On the products side, artificial intelligence and deep learning models will keep evolving. BSE sees these technologies being extensively used to enhance trading algorithms. This will allow the market depth to increase thus creating a robust ecosystem.

Besides, with the vast amount of data that a stock exchange has access to, there is a clear opportunity to make better use of such data using anonymity and masking and monetise the same without compromising on the security aspects. The same data can be used to protect investors through use of predictive models for proactive fraud detection. Besides, as Generative AI models evolve, they would be used for rapid customer response and issue resolution.

In the area of cyber security, tools for preventing, detecting, and combating cyberattacks would evolve in the form of BOTs and availability of large amounts of data for Cyber Forensics.

Lastly, with the Digital Personal Data Protection (DPDP) Act now a reality, there is a clear need to protect the rights of data principals. Significant investments would be made in this area across industries as this area evolves in India.

BALANCING COMPLIANCE AND INNOVATION

Compliance always takes precedence in the highly regulated financial services and capital markets industry. Regardless, compliance, efficiency and innovation go hand in hand. Compliance needs to be seen as the brakes that enable the car to gain speed with the confidence that the car can be slowed down when needed to avert mishaps.

BSE has dedicated and segregated teams for implementing new products & features and handling regulatory compliance. This ensures independence of functions responsible for innovation and efficiency coupled with independent checks and balances.

Implementation teams are supported by dedicated centres of excellence for adapting new technologies within BSE, do point POCs to assess benefits, ideate with new partners and on new products, assess open-source ecosystem, all contributing to adoption of new ideas in an accelerated manner.

While the business and operations units function and support growth, efficiency and innovation, BSE has a strong governance culture where each department is responsible for compliance backed by a strong regulatory team that guides and enables business as the need arises.

AI-DRIVEN INNOVATIONS TRANSFORMING ELECTRICITY UTILITY COMPANIES

SANGHAMITRA PYNE, HEAD IT – GENERATION, CESC VENTURES

TRAVERSING THE DIGITAL FRONTIER

As technology grows and advances, the priorities of the Electricity Utility Companies will include further use of AI and emerging technologies to significantly improve operational efficiency, optimize workforce utilization while driving innovation. Some initiatives -

- ◆ Implementing AI/ML powered predictive maintenance systems to identify potential equipment failures before they occur, minimizing downtime and optimizing maintenance schedules.
- ◆ Utilizing AI algorithms to analyze energy consumption patterns and optimize energy usage for cost savings and efficiency in Energy Management.
- ◆ Deploying IoT sensors and AI analytics to monitor the performance of assets in real-time, enabling proactive Asset Performance Management and maximizing asset lifespan.
- ◆ Utilizing AI driven tools for real-time monitoring of operations and ESG parameters, identifying potential risks, and implementing strategies to mitigate them effectively.



INFUSING TRUST IN A DIGITAL REALM

In a digital-first landscape where experiences are paramount, meeting customers' evolving expectations for seamless omnichannel interactions requires a strategic and customer-centric approach. This can be done by -

- ◆ **Data-driven Consumer Service:** Leveraging data analytics and machine learning algorithms to analyze customer behavior, preferences and past interactions across various channels and Power Usage can enhance the overall customer experience in both Power Supply Services and Consumer Service
- ◆ **Seamless Omnichannel Integration:** Investing in robust technology infrastructure to ensure seamless integration and communication across all channels - whether it's the website, mobile app, social media platforms, or physical offices, strive to provide a consistent and cohesive experience for our customers, allowing them to transition effortlessly between channels and address their needs.
- ◆ **Responsive Customer Support:** Offering responsive and personalized customer support across all touchpoints by being available through multiple channels, including live chat, email, phone support, and social media, to address any inquiries or issues promptly and effectively. This provides important support both for front end Service engineers and the consumer base in this essential Service Industry.
- ◆ **Continuous Improvement:** Constantly iterating and improving strategy based on customer feedback and insights and monitoring key performance metrics help to stay ahead of expectations and deliver great experiences.



INSTEAD OF TAKING THE PLACE OF HUMAN SKILL GEN AI SHOULD SUPPLEMENT IT

PUNEESH LAMBA, CIO, CMR GREEN TECHNOLOGIES LIMITED

PIONEERING THE FUTURE

In the ever-evolving landscape of manufacturing, Generative Artificial Intelligence (Gen AI) emerges as a transformative force, promising to redefine operational dynamics and unlock new realms of efficiency and creativity. Its impact transcends the confines of routine automation, extending into the realm of mid-skill roles, heralding a paradigm shift in industrial processes.

However, amidst this promise lie a host of challenges that demand careful consideration. Hallucination, bias, and security vulnerabilities loom large, casting a shadow over the seamless integration of Gen AI into manufacturing workflows. Drawing from experience, it becomes apparent that overcoming these hurdles requires a multifaceted approach.

Foremost among these is the imperative to establish robust oversight mechanisms to ensure the reliability and accuracy of AI-generated outputs. From data validation protocols to algorithmic transparency, a meticulous approach to quality assurance is paramount. Moreover, fostering a culture of continuous learning and adaptation is essential to mitigate biases inherent in training data and algorithms.

Central to the success of Gen AI is the recognition that its output should serve as a complement to human expertise rather than a replacement. Augmented creativity emerges as a hallmark of this collaborative synergy, empowering teams to innovate and iterate with unprecedented agility. Through a judicious fusion of computational power and human ingenuity, Gen AI paves the way for breakthroughs in product design, process optimization, and customer engagement.

At the operational level, practical applications of Gen AI abound. From predictive maintenance to supply chain optimization, its potential to drive efficiencies and reduce costs is undeniable. In support functions, AI-powered chatbots revolutionize customer service, delivering personalized experiences at scale. Meanwhile, in data analysis, Gen AI unravels actionable insights from complex datasets, empowering decision-makers with timely and informed choices.

Nevertheless, caution must be exercised to avoid falling prey to hype-driven implementations. While the allure of Gen AI may be irresistible, practicality should remain the guiding principle. Experience teaches us that indiscriminate adoption risks diluting its transformative impact and eroding trust in AI technologies.

In essence, the journey towards Gen AI-enabled transformation is characterized by both promise and peril. As seasoned practitioners, it falls upon CIOs and industry leaders to chart a course that balances ambition with pragmatism.

IN THIS DIGITAL AGE, TECHNOLOGY HAS EMERGED AS A POWERFUL ENABLER OF INNOVATION

RISHI AGGARWAL, SR. DIRECTOR IT, CONCENTRIX INDIA

TRAVERSING THE DIGITAL FRONTIER

The key priorities for the organizations would be adoption of AI and GenAI into the business and IT delivery solutions.

- ◆ Upgradation of skillset of the IT resources in the organization to learn the future and emerging technologies
- ◆ Enabling the organization to deliver technology infused business solutions
- ◆ Preparing the organization to create robust and resilient infrastructure to diffuse the cyber security threats
- ◆ Deployment of more efficient, secured and agile connectivity e.g. SDWAN etc for business delivery

INFUSING TRUST IN A DIGITAL REALM

The organizations use omnichannel interactions which share data between interaction channels, like email and live chat, to improve CX. Key benefits include enhanced personalization and customer loyalty. By centralizing customer data and communication channels, organizations ensure continuity and coherence throughout the customer journey, thereby fostering stronger engagement and loyalty.

DRIVING GROWTH IN THE AGE OF INNOVATION

CXOs, whether they are Chief Executive Officers (CEO), Chief Operating Officers (COOs) Chief Technology Officers (CTOs), Chief Information Officers (CIOs), or Chief Innovation Officers, are responsible for shaping a company's strategic direction, particularly when it comes to leveraging technology to foster innovation and drive growth. In this digital age, technology has emerged as a powerful enabler of innovation, and CXOs play a pivotal role in harnessing its potential. The focus has been on technology infused business delivery.

PIONEERING THE FUTURE

Definitely the rapid advancement in technology the following emerging trends are influencing data management and analytics in the foreseeable future e.g. AI/ML, cloud computing, RPAs, BOTs, Analytics etc. It has improved the decision making power of the organization, global visibility, values and responding to the market needs more velocity.

BALANCING COMPLIANCE AND INNOVATION

In this current scenario where there is much more exposure of the PI/SPI and access to huge data, implementing robust technical and organizational measures is crucial to protect personal data. This may include encryption, access controls, regular data backups, and staff training on data privacy best practices. Regularly review and update these measures to adapt to changes in technology and emerging threats. Also there are regulations from different countries where you need to comply with to run your business, hence robust controls are a must.





PRIORITIZING INTUITIVE TECHNOLOGY TO ENHANCE USER EXPERIENCE AND DRIVE BUSINESS GROWTH

BHARAT B ANAND, GLOBAL CIO, CONTACT GLOBAL

TRAVERSING THE DIGITAL FRONTIER

Our key priorities include leveraging technology to fuel business growth, enhancing user experience, focusing on security, and driving innovation. We aim to utilize AI and analytics to transform our operations and ensure robust security measures to protect our diverse business sectors. User experience is at the heart of our business strategy. We believe that technology should be intuitive and seamless, eliminating the need for extensive user training. Just as booking an Uber requires no manual, our goal is to create interfaces that are effortlessly navigable. This approach not only enhances customer satisfaction but also drives business growth by making our products and services more accessible and user-friendly. The focus on user experience ensures that our

customers can engage with our technology confidently and efficiently.

INFUSING TRUST IN A DIGITAL REALM

Trust is built through credibility and consistent communication. We ensure our CRM systems are enhanced to provide timely updates and maintain transparency with customers. Our approach includes over-communicating to ensure customers are informed about the status of their issues, thereby fostering trust and improving user experience.

DRIVING GROWTH IN THE AGE OF INNOVATION

We focus on developing technological skills among CXOs and vice-versa to bridge the gap between technology and business functions. By speaking the language of various business leaders, like CFOs, we demonstrate how technology can streamline processes and achieve key performance indicators. This collaboration drives business growth by aligning technological capabilities with business goals.

PIONEERING THE FUTURE

Emerging trends such as augmented intelligence, prescriptive analytics, and Reporting-as-a-Service are set to revolutionize data management. These innovations simplify complex data structures, allowing users to generate insights without heavy reliance on IT departments. The shift towards on-demand reporting and analytics is facilitated by advances in computational power and cloud infrastructure. By empowering users across various functions with self-service analytics tools, we enhance decision-making processes and drive business agility.

BALANCING COMPLIANCE AND INNOVATION

Our approach to data security goes beyond mere compliance. We conduct thorough threat modeling to understand our threat surface and implement comprehensive security measures. Compliance is a baseline, but our strategy involves adopting a proactive stance, utilizing principles of defense in depth and security-in-layer. Continuous training, communication, and awareness initiatives ensure that our organization is prepared to handle security incidents effectively. By fostering a culture of security awareness and resilience, we not only meet regulatory requirements but also safeguard our operations against emerging threats.

ADOPTING CUTTING-EDGE TOOLS AND TECHNOLOGY TO GROW

ANIL NAMA, CIO, CTRLS DATACENTERS

TRAVERSING THE DIGITAL FRONTIER

In the pursuit of a future defined by continuous innovation and sustainability, CtrlS Datacenters has pledged a \$2-billion investment by 2029, focusing on expanding hyperscale data centers for AI and cloud, achieving Net Zero emissions, and enhancing team capabilities.

By 2030, CtrlS plans to invest in additional 1,000 MWp projects and prioritize sustainability through energy-efficient infrastructure and renewable energy. Embracing cutting-edge tech like AI and edge computing, we aim to revolutionize data processing and provide innovative solutions to clients.

INFUSING TRUST IN A DIGITAL REALM

We prioritize client trust by emphasizing transparency, personalization, reliability, and technological advancement. Through clear commitment to data security and strict compliance with regulations, we instill confidence in our clients. Tailoring interactions to individual preferences enhances satisfaction and builds lasting relationships.

DRIVING GROWTH IN THE AGE OF INNOVATION

As emerging technologies continue to gain prominence, we streamline operations, foster product innovation, and elevate customer experiences. With Big Data and Data Analytics continuing to expand, organizations also must embrace innovative tools & technologies and ensure their employees are equipped with the necessary skills to harness their potential.

Leaders need to prioritize continuous learning and development to make informed strategic decisions aligned with technological advancements and foster a culture of innovation. Additionally, we invest in cutting-edge technology infrastructure, empowering our CXOs to leverage data-driven insights to ensure safe infrastructure for all our customers.

PIONEERING THE FUTURE

Regular vulnerability assessments and penetration testing address system weaknesses preemptively. Real-time Cloud Security Services swiftly identify attack origins, aiding in rapid response and damage mitigation. Internally, ongoing security research fosters innovation in threat detection. Participation in information sharing communities facilitates collaboration and exchange of best practices. Employee training ensures effective threat recognition and response. This proactive approach fortifies CtrlS against vulnerabilities, enhancing overall security.





EMPLOYING AUTOMATION, INNOVATION, AND RISK-BASED COMPLIANCE TO ACHIEVE MAXIMUM SECURITY

DR. HAROLD D'COSTA, PRESIDENT, CYBER SECURITY CORPORATION

INFUSING TRUST IN A DIGITAL REALM

In today's digital landscape, data privacy and security are top priorities for organizations, and Cyber Security Corporation is no exception. Regulations are crucial for protecting customer trust and avoiding reputational damage. On the other hand, operational efficiency is critical for the organization's survival, as it enables quick response to security incidents, minimizes downtime, and optimizes resource allocation.

Moreover, innovation is essential for staying ahead of emerging threats, adopting new technologies, and driving business growth. However, compliance requirements can sometimes hinder operational efficiency and innovation, as they may require resource-intensive processes, limit the adoption of new technologies, or slow down business operations.

Firstly, a risk-based compliance framework prioritizes high-risk areas, focusing on critical assets and data, and optimizes resource allocation. Secondly, automation and orchestration tools streamline compliance processes, reducing manual efforts and human error, and improving operational efficiency. Thirdly, a culture of innovation encourages adoption of new technologies and approaches to improve security posture. Additionally, a continuous monitoring and assessment program identifies vulnerabilities, enabling proactive remediation and reducing non-compliance risk.

DRIVING GROWTH IN THE AGE OF INNOVATION

In the rapidly evolving digital landscape, characterized by an increasing demand for personalized experiences, our cybersecurity firm stands at the forefront, dedicated to cultivating and maintaining unwavering customer trust through a meticulous orchestration of seamless omnichannel interactions.

Our distinctive prowess lies in the adept management of intricate cyber-forensics and cyber-law domains, ensuring that every interaction across diverse channels, spanning encrypted portals, emails, and consultations, remains securely shielded and consistently fortified. What sets us apart is our unwavering commitment to tailoring security solutions that are not just reactive but deeply rooted in the proactive analysis of real-time data, effectively pinpointing and neutralizing client vulnerabilities with precision and agility.

Moreover, our relentless pursuit of staying ahead of emerging threats, coupled with the seamless integration of cutting-edge technologies like AI, amplifies our capacity to deliver bespoke, impregnable, and responsive services.

This holistic and dynamic approach not only serves as an impenetrable fortress safeguarding client data but also serves as a beacon of reassurance, fostering unwavering confidence and trust in our firm's ability to deliver unparalleled, personalized, and fortified cybersecurity solutions tailored to the unique needs of each client.

FOSTERING CONSUMER TRUST BY SATISFYING CHANGING DEMANDS FOR SMOOTH OMNICHANNEL INTERACTIONS

COL (DR)INDERJEET SINGH, CHIEF CYBER OFFICER, CYBERSLEUTHS

TRAVERSING THE DIGITAL FRONTIER

As we embark on the fiscal year 2024-25, our organization is poised for growth, innovation, and transformation. Building on our successes and learning from our challenges, we have identified key priorities that will drive our progress and success in the coming year. These priorities are designed to enhance our digital capabilities, strengthen our cybersecurity posture, elevate our customer experience, promote sustainability and social responsibility, develop and retain top talent, and expand our global reach and market impact. By focusing on these critical areas, we will position ourselves for long-term success, stay ahead of the competition, and deliver value to our customers, employees, and stakeholders.

- ◆ Cloud Adoption and Migration.
- ◆ Data Analytics and AI-Driven Decision-Making.
- ◆ Automation and Process Optimization.
- ◆ Enhanced Threat Detection and Response.
- ◆ Identity and Access Management.
- ◆ Data Privacy and Compliance.
- ◆ Personalization and Omnichannel Engagement.
- ◆ AI-Powered Chatbots and Virtual Assistants.
- ◆ Real-Time Feedback and Sentiment Analysis.
- ◆ Reskilling and Upskilling Programs.
- ◆ Attracting and Retaining Top Tech Talent.
- ◆ Fostering a Culture of Innovation and Experimentation.
- ◆ Entering New Markets and Geographies.
- ◆ Expanding Product and Service Offerings.
- ◆ Strategic Partnerships and Collaborations.

INFUSING TRUST IN A DIGITAL REALM

In a digital-first landscape, cultivating customer trust is crucial for building loyalty and driving business growth. To achieve this, our organization focuses on the following strategies to meet evolving expectations for seamless omnichannel interactions.

- ◆ Transparency and Communication.
- ◆ Data-Driven Insights.
- ◆ Trustworthy AI Implementation.
- ◆ Security and Privacy.
- ◆ Accountability and Ownership.
- ◆ Consistent Omnichannel Experience.
- ◆ Customer-Centric Culture.
- ◆ Continuous Feedback and Improvement.
- ◆ Employee Empowerment.
- ◆ Regular Audits and Assessments.

Going forward, by implementing these strategies, our organization cultivates customer trust in a digital-first landscape, meeting evolving expectations for seamless omnichannel interactions and building long-lasting relationships with our customers.





NEXT-GENERATION PRIVACY SOLUTIONS ENHANCING SECURITY, COMPLIANCE, AND USER CONTROL THROUGH INNOVATION

PRADEEPTA MISHRA, CO-FOUNDER & CHIEF ARCHITECT, DATA SAFEGUARD

TRAVERSING THE DIGITAL FRONTIER

Develop Next-Generation Privacy Products

- ◆ Introduce AI-driven data anonymization, redaction and masking solutions to enhance data protection.
- ◆ Enhance encryption protocols to ensure the highest levels of data security.

Ensure Comprehensive Compliance

- ◆ Build a comprehensive compliance management platform that supports global data privacy regulations.
- ◆ Automate compliance reporting and monitoring to reduce manual efforts and increase accuracy.

Enhance User Privacy Controls

- ◆ Develop privacy dashboards that give users control over their data and transparency about its use.
- ◆ Offer customizable privacy settings to meet diverse user and regulatory requirements.

Build Scalable Privacy Solutions

- ◆ Design cloud-based privacy solutions that can scale with the client's business growth.
- ◆ Ensure solutions are adaptable to evolving regulatory landscapes and client needs.

Innovation and Technology Development

- ◆ **AI and Machine Learning:** Utilize AI and ML to identify and mitigate privacy risks, and enhance data protection mechanisms.
- ◆ **Generative AI for Privacy:** Explore GEN AI technology for secure and transparent data transactions and privacy protection.

INFUSING TRUST IN A DIGITAL REALM

Transparent Data Practices: Clearly communicate how customer data is collected, used, and protected. Provide easy-to-understand privacy policies and ensure customers know their data rights.

- ◆ **Robust Security Measures:** Implement advanced security protocols, such as encryption and multi-factor authentication, to protect customer data from breaches and cyber threats.
- ◆ **Compliance with Regulations:** Adhere to global data protection regulations like GDPR, CCPA, and other relevant standards to ensure compliance and build trust through legal adherence.

DRIVING GROWTH IN THE AGE OF INNOVATION

Fostering Innovation

- ◆ **Innovation Labs:** Create dedicated innovation labs or teams tasked with exploring new technologies and business models.
- ◆ **Collaborations and Partnerships:** Partner with startups, technology firms, and academic institutions to drive innovation and stay ahead of industry trends.
- ◆ **Agile Methodologies:** Adopt agile methodologies to accelerate development cycles and bring innovative solutions to market faster.

Strengthening Data Privacy and Compliance

- ◆ **Robust Security Frameworks:** Implement comprehensive Data Privacy measures to protect against data breaches and cyber threats.

ENHANCING SECURITY WITH A ZERO TRUST APPROACH AND STRICT IDENTITY VERIFICATION

PANKAJ MITTAL, FOUNDER & CEO, DIGIZEN CONSULTING

TRAVERSING THE DIGITAL FRONTIER

1. Digital Transformation:

- ◆ **Adoption of AI and Machine Learning:** Leveraging AI and ML to enhance decision-making, automate processes, and improve customer experiences.
- ◆ **Cloud Migration:** Accelerating the shift to cloud computing to ensure scalability, flexibility, and cost-efficiency.

2. Cybersecurity:

- ◆ **Enhancing Cybersecurity Measures:** Investing in robust cybersecurity frameworks to protect against increasing cyber threats and data breaches.
- ◆ **Zero Trust Security Model:** Implementing a Zero Trust approach to security, ensuring strict identity verification for all users.

3. Data Management and Analytics:

- ◆ **Advanced Data Analytics:** Utilizing big data and advanced analytics to gain insights and drive strategic decisions.
- ◆ **Data Privacy and Compliance:** Ensuring compliance with data privacy regulations such as GDPR and CCPA, and protecting customer data.

4. Customer Experience (CX):

- ◆ **Personalization:** Enhancing customer engagement through personalized experiences powered by data and AI.
- ◆ **Omnichannel Strategies:** Developing seamless omnichannel strategies to provide consistent customer experiences across all touchpoints.

5. Workforce Transformation:

- ◆ **Upskilling and Reskilling:** Investing in training programs to upskill employees for new technologies and digital tools.
- ◆ **Hybrid Work Models:** Developing flexible work policies to support hybrid work environments and enhance employee well-being.

6. Automation and Process Optimization:

- ◆ **Robotic Process Automation (RPA):** Implementing RPA to streamline operations and reduce manual tasks.
- ◆ **Process Optimization:** Continuously improving business processes for greater efficiency and productivity.

7. Supply Chain Resilience:

- ◆ **Digital Supply Chain Management:** Utilizing digital tools to enhance supply chain visibility and resilience.
- ◆ **Risk Management:** Identifying and mitigating risks in the supply chain to ensure continuity and stability.

BALANCING COMPLIANCE AND INNOVATION

Balancing compliance requirements with operational efficiency and innovation in an era where data privacy and security are paramount concerns is a complex challenge that requires a multifaceted approach. Integrate privacy and security measures into the core of all business processes and systems from the beginning. This approach, known as Privacy by Design (PbD), ensures that compliance is not an afterthought but an integral part of the development and operational lifecycle.





IMPLEMENTING ITMS FOR PM E-BUS SEVA FOR A GREENER TOMORROW

AVANEESH VATS, HEAD(IT), CESL / GM(IT), ENERGY EFFICIENCY SERVICES LTD.

TRAVERSING THE DIGITAL FRONTIER

- ◆ **Process Automation:** Our organization recognizes the critical importance of streamlining operations through process automation. In fiscal year 2024-25, our priority is to leverage advanced automation technologies to optimize workflows, enhance productivity, and reduce manual intervention across various departments.
- ◆ **Energy-Efficient Marketplace:** As part of our commitment to sustainability and environmental stewardship, creating an energy-efficient marketplace is a key priority for the upcoming fiscal year.
- ◆ **ITMS for PM e-bus seva (Public Transportation Service):** With the growing emphasis on smart mobility solutions and sustainable transportation alternatives, the implementation of an Intelligent Transit Management System (ITMS) for PM e-bus seva is a strategic imperative for our organization. In fiscal year 2024-25, our

priority is to deploy cutting-edge ITMS technologies to optimize the operation of electric bus services, improve route planning and scheduling, enhance passenger safety and convenience, and reduce environmental impact.

INFUSING TRUST IN A DIGITAL REALM

Here's how our organization cultivates customer trust amidst evolving expectations:

- ◆ **Data Privacy and Security:** We prioritize the protection of customer data through robust security measures and stringent privacy policies.
- ◆ **Personalized Experiences:** In the era of personalization, we tailor interactions to meet the unique needs and preferences of individual customers.
- ◆ **Consistent Brand Experience:** Whether online or offline, we strive to deliver a consistent brand experience across all channels.
- ◆ **Responsive Customer Support:** Prompt and responsive customer support is instrumental in building trust and loyalty.
- ◆ **Continuous Improvement:** We are committed to continuous improvement and innovation in our products, services, and processes.
- ◆ **Community Engagement and Social Responsibility:** Beyond transactions, we actively engage with our community and demonstrate corporate social responsibility.

PIONEERING THE FUTURE

The foreseeable future, several emerging trends are poised to significantly influence data management and analytics:

Augmented analytics integrates artificial intelligence (AI) and machine learning (ML) algorithms into data analytics platforms to automate data preparation, insight generation, and interpretation.

As AI and ML models become more prevalent in data analytics, there is a growing need for transparency and interpretability. **Explainable AI (XAI)** focuses on making AI algorithms and their decisions understandable to humans.

DataOps is an agile methodology that applies DevOps principles to data management and analytics processes. It emphasizes collaboration, automation, and continuous integration/continuous delivery (CI/CD) practices to streamline data pipelines, improve data quality, and accelerate time-to-insight.

With increasing concerns about data privacy, bias, and ethical use of AI, organizations are placing greater emphasis on **ethical AI and responsible data management practices**.

WITH A DELIBERATE AND FAIR APPROACH, BALANCING INNOVATION AND REGULATORY COMPLIANCE

DR. SANDIP PRADHAN, CHIEF INFORMATION OFFICER, EXIDE INDUSTRIES LTD.

INFUSING TRUST IN A DIGITAL REALM

At Exide, we are committed to cultivating customer trust by delivering consistent and reliable experiences across all digital platforms. Utilizing advanced data analytics, we gain deep insights into customer preferences and behaviours, enabling us to tailor interactions and enhance personalization. Our stringent adherence to high standards of data privacy and security further reinforces customer confidence in our brand. Moreover, considering our diverse customer base across automotive and industrial sectors, we ensure that our digital solutions are robust and scalable, capable of meeting the unique needs of each sector efficiently. This approach not only improves customer satisfaction but also solidifies our reputation as a trusted leader in technology and innovation within the industry.



DRIVING GROWTH IN THE AGE OF INNOVATION

We proactively promote a culture of continuous learning and adaptability within our leadership framework. Integral to this commitment are our comprehensive training programs, which focus on emerging technologies and strategic decision-making. These initiatives are designed to equip our CXOs with the essential skills required to navigate the complex business landscape effectively and drive sustainable growth. Through this strategic emphasis on education and agility, we ensure that our leadership is well-prepared to meet both current and future challenges.

PIONEERING THE FUTURE

Emerging trends including edge computing, real-time data processing, and AI-driven analytics are set to significantly impact data management strategies. The integration of these advanced technologies will facilitate faster and more precise decision-making, optimizing our operations and elevating customer experiences. By leveraging these innovations, we position ourselves at the forefront of operational efficiency and customer engagement, ensuring our strategies are both effective and forward-thinking.

BALANCING COMPLIANCE AND INNOVATION

EIL rigorously adheres to global and local data protection regulations, ensuring that all our technological innovations comply fully with these stringent standards. We employ a thoughtful and balanced approach, harmonizing regulatory compliance with innovation. This strategy does not merely aim to meet legal requirements but actively enhances our technological developments, guiding them to be both ethical and cutting-edge. By integrating compliance into the core of our innovation processes, we maintain high operational efficiency and uphold the highest ethical standards. This commitment not only protects our customers' data but also reinforces our reputation as a trustworthy and forward-thinking leader in the industry.



BALANCING ADAPTATION AND PRIVACY BY TAILORING CONSUMER INTERACTIONS WHILE UPHOLDING PRIVACY

SIVAKUMAR NANDIPATI, CDO, FEDBANK FINANCIAL SERVICES

TRAVERSING THE DIGITAL FRONTIER

This strategic approach entails significant investments in advanced predictive analytics, aimed at tailoring our financial products more effectively to meet the evolving needs of our customers. Additionally, we are accelerating our cloud adoption to enhance scalability and flexibility in our operations, ensuring that we can swiftly adapt to changing market conditions. Another key priority for us is to deepen our commitment to sustainable finance by integrating Environmental, Social, and Governance (ESG) factors into our decision-making processes, aligning our operations with global sustainability goals.

INFUSING TRUST IN A DIGITAL REALM

In the digital-first landscape, where personalized experiences reign supreme, we prioritize cultivating customer trust by providing transparent, secure, and seamless Omni-channel experiences. To achieve this, we employ robust data encryption measures and conduct regular security audits to ensure the safety of our customers' information. Additionally, we adhere to data protection regulations to guarantee compliance and build trust. Leveraging AI, we personalize customer interactions while maintaining privacy, striking a balance between customization and confidentiality.

DRIVING GROWTH IN THE AGE OF INNOVATION

As technology rapidly evolves, leading to a shift in CXO skillsets, our organization remains committed to driving business growth in this dynamic environment. We achieve this by fostering continuous learning and adaptability among our leadership and teams. We have an in-house team where we build, customize systems required for different departments there by addressing scalability, cost and flexibility together. Through strategic investments in training programs that enhance digital literacy and leadership skills, we empower our CXOs to lead digital transformation initiatives. This approach enables us to drive sustainable business growth and maintain a competitive edge in the market.

PIONEERING THE FUTURE

Looking ahead, we foresee significant impacts from emerging trends such as AI and machine learning in data management and analytics. These technologies will enhance our capabilities in real-time data processing and decision-making, enabling us to offer more personalized services to our customers. Additionally, edge computing is expected to become more prominent, allowing for faster processing and analytics at the point of data collection. Furthermore, we are exploring the potential of quantum computing to solve complex financial models that are beyond the capabilities of classical computing.

BALANCING COMPLIANCE AND INNOVATION

In an era where data privacy and security are paramount concerns, our organization focuses on balancing compliance requirements with the imperative for operational efficiency and innovation. Our hybrid approach to IT architecture enables us to be agile yet secure, integrating innovative solutions while ensuring compliance. Through continuous monitoring and adaptive security measures, we maintain a strong defence against evolving cyber threats while supporting our strategic innovations.

TODAY'S CXOS ARE EXPECTED TO BE VISIONARIES RATHER THAN JUST PROCESS MANAGERS

LALIT TRIVEDI, HEAD INFORMATION SECURITY, FLEXM PRIVATE LIMITED

INFUSING TRUST IN A DIGITAL REALM

FlexM's strategy is digital first for all its customer, we implement best customer experience for all existing and onboarding customers doing market research to manage their business operation as per market demand and growth, manage and provide centralized administration and control to manage day-to-day business, implemented best omnichannel experiences as customer and their business demand

We are providing a seamless omnichannel experience by allowing customers to switch between various touchpoints. Their experience should remain consistent while exploring different services. When customers navigate through these touchpoints, make them feel important and secure. It will result in higher engagement rates



DRIVING GROWTH IN THE AGE OF INNOVATION

CXOs are no longer managers of existing processes; they are now expected to be visionaries. They define clear and inspiring visions for their organisations' futures, setting the course for innovation and transformation.

Technologies are evolving and changing every day, in such scenarios CXO skill sets are the most key factor to manage the technology landscape and contribute to driving business growth. As FlexM upgrading and upgrading technology skills as and when business demand, we are keeping eyes on dynamic technology landscape to keep resource update by various medium

Talent acquisition and development have become strategic imperatives. CXOs need to attract, retain, and empower top talent to drive innovation and growth.

PIONEERING THE FUTURE

AI and ML are the most hyped data analytics future trends, and for all good reasons. These technologies are transforming the way data is analyzed and used, enabling more efficient and accurate predictions and insights AI and ML will become more common in data management in the future. These technologies will help organisations to analyse and interpret data, identify patterns and trends, and make informed decisions. AI and ML will also help organisations automate routine tasks like data cleansing and integration

The scope of data analytics is growing! It is also expected that 900 million users will be added by 2025. This growth supports the data analytics industry with a great increase in the collected data, which can be used to tap into several market sectors.

Predictive analytics involves using statistical algorithms and machine learning techniques to analyze historical data and make predictions about future outcomes. This transformative technology is reshaping industries, providing organizations with a competitive edge, and unlocking new opportunities



THE REVOLUTIONARY EFFECT OF GENERATIVE AI ON INSURTECH

SACHIN PANICKER, CHIEF AI OFFICER, FULCRUM DIGITAL

PIONEERING THE FUTURE

Over the past year, Generative AI has gained prominence in discussions around Artificial Intelligence due to the emergence of advanced large multimodal models such as OpenAI's GPT-4, Google's Gemini 1.5 Pro etc. Across verticals, organizations have been actively exploring Generative AI applications for their business functions. It has been predicted that Generative AI will become a USD 1.3 trillion market by 2032.

Insurance is one of the key sectors where Generative AI is expected to have a revolutionary impact – enhancing operational efficiency and service delivery, and elevating customer experience. From automating claims processing to predictive risk assessments, let us take a deeper look at some of the Generative AI use-cases that will redefine InsurTech in the years ahead.

◆ Automated and Efficient Claims Settlement

Lengthy and complex claims settlement processes have long been a pain-point for insurance customers. Generative AI addresses this by streamlining the claims process through seamless automation.

AI analyzes images or other visual data to generate damage assessments. It can extract and analyze relevant information from documents such as invoices, medical records and insurance policies – enabling it to swiftly determine the validity of the claim, as well as the coverage, and expedite the settlement. This serves to improve process efficiency, reduce the administrative burden on staff, and significantly boost customer satisfaction.

◆ Optimized Underwriting and Streamlining Risk Assessment

Underwriting is another key area where this technology can create immense value for insurance firms. With their ability to analyze vast amounts of data, Generative AI models build comprehensive risk assessment frameworks that enable them to swiftly identify patterns and highlight potential risks. It automates evaluation of a policy applicant's data, including medical and financial records submitted, in order to determine the appropriate coverage and premium. Leveraging AI, underwriters are empowered to better assess risks and make more informed decisions. By reducing manual effort, minimizing the possibility of human error, and ensuring both accuracy and consistency in risk assessment, Generative AI is poised to play a pivotal role in optimizing underwriting processes.

EMPOWERING PREDICTIVE RISK ASSESSMENT

Generative AI's ability to process and analyze complex data is immensely valuable in terms of building capabilities for predictive risk assessment. Analyzing real-time and historical data, and identifying emerging patterns and trends, the technology enables insurers to develop more sophisticated models of risk assessment that factor in a wide range of parameters – past consumer behavior, economic indicators, weather patterns, to name a few. These models allow insurers to assess the probability of specific claims, for instance those related to property damage, or automobile accidents. Moreover, the predictive capabilities of Generative AI helps insurers offer more tailored coverage and align their pricing strategies with a dynamic environment.

LEVERAGING ADVANCED ANALYTICS AND REAL-TIME DASHBOARDS FOR DATA-DRIVEN DECISION-MAKING

SANJAY SINGH, HEAD IT INFRA - OPERATION & SECURITY, GEDU GLOBAL EDUCATION

DRIVING GROWTH IN THE AGE OF INNOVATION

As a CXO, my approach to driving business growth in a rapidly evolving technological landscape involves several key strategies. I prioritize continuous learning to stay current with emerging technologies and industry trends by attending workshops and executive training programs.

Strategic partnerships with leading tech firms, startups, and academic institutions are vital for gaining insights and leveraging advancements. I actively participate in industry conferences and networking events to exchange ideas and best practices. Data-driven decision-making is central to our strategy, utilizing advanced analytics and real-time data dashboards for informed choices.

Adopting agile methodologies enhances our flexibility and responsiveness, allowing us to quickly pivot strategies in response to changing market conditions.

Finally, enhancing customer experience management is crucial. We continuously refine our approach based on customer insights and feedback, delivering personalized and seamless omnichannel interactions.

PIONEERING THE FUTURE

As a CXO, I foresee several emerging trends significantly influencing data management and analytics. Firstly, **AI and machine learning** will play a pivotal role in automating data processing and generating predictive insights. **Edge computing** is another key trend, enabling real-time data processing at the source, which enhances speed and reduces latency. The rise of **quantum computing** promises to revolutionize data analytics with unprecedented processing power. Additionally, **data privacy and security** will become even more critical, driving the adoption of advanced encryption and blockchain technologies. Lastly, the growth of **data lakes** and **data fabrics** will facilitate seamless data integration and accessibility across diverse sources. These trends will collectively transform how we manage and leverage data for strategic decision-making.

BALANCING COMPLIANCE AND INNOVATION

As the CXO of an edtech company, balancing data privacy and security with operational efficiency and innovation is a top priority. We adhere to strict compliance standards like GDPR and FERPA to protect student data, ensuring all our processes and technologies meet these regulations. Simultaneously, we leverage advanced encryption and secure cloud solutions to safeguard data without compromising speed or flexibility.

To maintain innovation, we integrate privacy-by-design principles into our product development, allowing us to create secure yet cutting-edge educational tools. Regular security audits and continuous monitoring help us stay ahead of potential threats while optimizing our operations. This dual focus ensures we provide a safe learning environment while driving forward-thinking educational solutions.





GEM LEVERAGES AI AND AUTOMATION FOR HYPER-CONTEXTUALIZED, INTUITIVE SALES AND PURCHASE SOLUTIONS

COL. DR PANKAJ DIKSHIT, CTO, GEM

TRAVERSING THE DIGITAL FRONTIER

GeM is a digital platform for enabling and providing e-procurement services for G2B (government to business) transactions. In the past five years it has achieved hyperbolic growth in the net GMV of goods and services procured through the GeM platform. This phenomenal GMV value increase is testimony to the resounding success of GeM as a flagship initiative of the government to digitally provide inclusivity, transparency and participation of businesses in the spend of the government.

While continuing to focus on growth of GMV, the priority of GeM in the coming year is to use the latest in technology and tools to provide its customers with an increasing number of products and services and enrich their experience of using GeM—including AI and Gen AI.

DRIVING GROWTH IN THE AGE OF INNOVATION

The key focus of the leadership is to increase outreach amongst buyers as well as sellers. This is achieved through a busy calendar of training and business development programs with the central governments/departments/ministries, state governments and their departments, district level workshops, direct sales channels with key ministries (like mining, petroleum, defence) as well as sellers. Even panchayat level workshops are organized to ensure inclusion of the smallest to the biggest users on the GeM public procurement platform – both as a seller and as a buyer.

PIONEERING THE FUTURE

With the twin powered push of AI with automation, the next gen feature that GeM is focusing on providing its users (buyers as well as sellers) is a hyper-contextualized experience that results in customer delight. GeM aims to build customer context (something like DNA) and through it offer a customized, intuitive experience with an automated and AI enabled recommendation and prescriptive engine for their sales/purchases.

While Gen AI has now seeped into almost every sphere and threatens to overwhelm us, GeM plans to use GenAI to provide enriched experience with higher efficiency, reliability and availability. GeM will be including Gen AI for services like generative text based chatbot, use AI for predicting and pre-empting failures, improving learning, and also using generative AI for conversational BI/BA.

BALANCING COMPLIANCE AND INNOVATION

GeM shall define strategy to balance the security requirements with operational efficiency and innovation such as below:

- ◆ Establishing a strong governance framework
- ◆ Implement Security by Design and Privacy by Design
- ◆ Enabling innovation within compliance framework

ENHANCING PERSONALIZATION WITH AI AND ML FOR ANALYZING CUSTOMER BEHAVIOR AND PREFERENCES

JASPREET SINGH, CLIENTS & MARKETS LEADER - ADVISORY SERVICES, GRANT THORNTON BHARAT LLP

INFUSING TRUST IN A DIGITAL REALM

In a digital-first landscape where personalized experiences are paramount, our organization cultivates customer trust amidst evolving expectations for seamless omnichannel interactions through the following strategies:

Transparency and Communication: We prioritize clear and open communication with our customers. This involves Data Usage Transparency where we ensure customers are fully informed about how their data is collected, used, and protected. Detailed privacy policies and regular updates keep customers aware of our practices.

Proactive Engagement: Through regular communication channels such as emails, newsletters, and social media, we keep customers updated on new features, services, and any changes to our policies.

Robust Data Privacy and Security Measures: Protecting customer data is at the core of our operations. We implement advanced encryption where all customer data is encrypted both in transit and at rest to prevent unauthorized access.

Regular Security Audits: Frequent security assessments and audits help us identify and mitigate potential vulnerabilities.

Compliance with Regulations: Adhering to global and local data protection regulations (e.g., GDPR, CCPA) ensures that we meet the highest standards of data privacy and security.

Personalization with Consent: We balance personalized experiences with respect for customer privacy by Opt-In Personalization and Data Minimization.

Consistent and Seamless Omnichannel Experiences: By integrating customer data across all touchpoints (online and offline), we ensure that interactions are consistent and personalized, regardless of the channel.

Leveraging Advanced Technology: Artificial Intelligence and Machine Learning help us deliver highly personalized experiences by analyzing customer behavior and preferences, but always within the bounds of customer consent and data protection policies. Anticipating customer needs and preferences allows us to provide proactive support and recommendations, making interactions more relevant and valuable.

Customer Feedback and Continuous Improvement: Listening to our customers is vital for building trust and improving our services

Regular Surveys and Feedback Mechanisms: We actively seek customer feedback through surveys, reviews, and direct interactions to understand their needs and concerns.





CONTINUOUS LEARNING, AGILITY, AND COLLABORATION STEER TOWARDS GROWTH & SUCCESS

ASHISH BANSAL, SR PRINCIPAL, GLOBAL PRODUCT & TECHNOLOGY, GSK INDIA GLOBAL SERVICE PVT. LTD.

TRAVERSING THE DIGITAL FRONTIER

For the fiscal year 2024-25, the key priorities for driving innovation and business growth through technology are focused on three areas. First, I am accelerating our digital transformation by integrating advanced automation technologies, including AI, machine learning, and robotic process automation, to streamline operations and enhance efficiency. Second, I am committed to enhancing our data analytics capabilities, investing in platforms and tools that enable real-time insights and data-driven decision-making to optimize organizational processes, improve outcomes, and personalize patient care. Lastly, ensuring cybersecurity and data privacy remains paramount; I am strengthening our cybersecurity infrastructure and implementing robust data governance frameworks to protect sensitive information and comply with global data protection regulations.

INFUSING TRUST IN A DIGITAL REALM

In a digital-first landscape where personalized experiences are crucial, I cultivate customer trust by focusing on three main priorities. Firstly, I ensure robust data privacy and security measures, employing advanced encryption and stringent data governance practices to protect customer information and maintain compliance with global regulations.

Secondly, I leverage advanced analytics and AI to provide personalized and seamless omnichannel interactions, ensuring that our digital platforms deliver consistent, relevant, and engaging experiences across all touchpoints. Lastly, I prioritize transparency and open communication, actively seeking customer feedback and keeping our customers informed about how their data is used to enhance their experiences.

DRIVING GROWTH IN THE AGE OF INNOVATION

In this dynamic environment shaped by rapid technological evolution, I contribute to driving business growth by focusing on three key strategies. Firstly, I invest in continuous learning and development programs for our CXOs, ensuring they are equipped with the latest skills and knowledge in emerging technologies, data analytics, and digital transformation.

This empowers our leadership to make informed, strategic decisions that drive innovation and growth. Secondly, I foster a culture of agility and adaptability, encouraging our teams to embrace change and experiment with new technologies and methodologies. This helps us stay ahead of industry trends and quickly respond to market shifts.

Lastly, I emphasize cross-functional collaboration, leveraging the diverse expertise of our stakeholders and integrating insights from various domains to create comprehensive, forward-thinking business strategies. By focusing on education, agility, and collaboration, I enable our leadership to navigate the complexities of the digital landscape and steer our organization towards sustained growth and success.

WELL DEFINED STRATEGY AND IT'S INTERNAL BRANDING IS IMPORTANT TO DRIVE DIGITALIZATION

SAURABH GUPTA, GROUP CHIEF DIGITAL & INFORMATION OFFICER, GUJARAT FLUOROCHEMICALS LTD.

DRIVING GROWTH IN THE AGE OF INNOVATION

We are running a large tech-led business transformation programme called "e-Parivartan," which consists of multiple technologies, including SAP S/4 HANA, Salesforce, Data Lake, Qlik Analytics, RPA, testing automation, vendor invoice management, and some more. The programme is backed by 100% cloud infrastructure, making it as agile as possible. We are looking for all possibilities to make the organisation future-ready, and this programme will be a significant step in making a strong backbone for the organisation.



In addition to this, we are also focusing on the other IT portfolios by defining them as a separate theme as follows:

Smart Factory: Under this pillar, we are benchmarking ourselves vis-à-vis industry peers towards the adoption of Industry 4.0 in the areas of automation and technology upgradation in plant operations, laboratory management, and operation technology, in which we are implementing remote guided helmet assistance using MS Teams to connect with site engineers to the technology providers, IOT-based conditional monitoring of the rotatory equipments, implementation of a laboratory management system with lap equipment integration to ensure digitization of QMS, and we are also evaluating online open loop advisory optimisation using the Digital Twin platform. This platform will generate optimisation recommendations at a pre-decided frequency (say once in an hour) and give operation parameter recommendations, and then the operator will execute them in DCS manually; system-driven auto-recommendation, an autonomous recommendation that is open to yes or no adoption by the operator.

Suraksha Kavach: Under this pillar, we are focusing on the areas of cyber security, data protection, and IT governance. We have been implementing technologies to secure all the areas of IT, like:

- ◆ Identity security like single sign-on, multi-factor authentication, identity protection, and Azure information protection.
- ◆ Email security includes things like anti-phishing and anti-spoofing, zero-day malware protection, phishing simulation, and so on.
- ◆ Endpoint security includes automated patch upgrades, password-less access, remote device management, ransomware protection, and MDR.
- ◆ Network security by implementing micro-segmentation, DDOS protection, and a web application firewall.
- ◆ Infrastructure security includes OT/IOT threat assessment and monitoring, continued vulnerability management, anomaly detection, server and cloud security, and posture management.
- ◆ Application Security: Secure Development, Vulnerability Assessment, and Penetration Testing.



IMPROVING SUSTAINABILITY AND EFFICIENCY IN SAP SYSTEMS USING DIGITAL TOOLS, BLOCKCHAIN, AND DATA ANALYTICS

SANDEEP PANDITA, HEAD – IT & SYSTEMS, HERO STEELS LIMITED

TRAVERSING THE DIGITAL FRONTIER

Digital Transformation with the Adoption of Advanced Manufacturing Technologies is the key to a competitive edge in the market. Our Organization Hero Steels has already started the Digitalization journey way back in 2012 by implementing and investing in SAP, Automation, and leveraging robust technology to enhance business operations for better customer experience. And having a robust roadmap for Smart Manufacturing and Industry 4.0, by Implementing IoT sensors, Automation with robotics, Generative AI Solutions, artificial intelligence (AI), and Machine Learning (ML) with Cyber security to optimize production processes, reduce costs, and enhance product quality.

Implementing digital tools integrated with SAP systems, block chain for supply chain transparency, and data analytics for predictive maintenance and process optimization can improve efficiency and decision-making. We are addressing environmental concerns by implementing sustainable practices throughout the production process. This may involve reducing energy consumption, minimizing waste generation, and exploring cleaner production methods like hydrogen-based steelmaking.

We are also working towards Workforce Development, We have plans to Invest in training programs to up-skill our employees and prepare them for the jobs of the future, which may involve operating and maintaining advanced manufacturing technologies. Additionally, fostering a culture of innovation and continuous improvement can drive employee engagement and retention.

INFUSING TRUST IN A DIGITAL REALM

In a digital-first landscape, cultivating customer trust amidst evolving expectations for seamless omni channel interactions is crucial. And By implementing below mentioned strategies, my organization cultivates customer trust in a digital-first landscape, ensuring that we meet evolving expectations for seamless Omni channel interactions while delivering personalized experiences that resonate with our customers.

We prioritize transparency in data handling of our customer data. We clearly communicate our data privacy policies and ensure compliance with relevant regulations such as GDPR or CCPA. Customers feel more comfortable engaging with us when they understand how their data is used and protected. And we prioritize responsive and helpful customer support across all channels, including chat, email, social media, and phone. By promptly addressing customer inquiries and concerns, we demonstrate our commitment to customer satisfaction and build trust in our ability to provide assistance when needed. By listening to customer feedback and responding to their suggestions and concerns, we show that we value their input and are committed to continuously improving our products and services. Also we have implemented robust security measures to protect customer information and ensure secure transactions across digital channels. This includes encryption, multi-factor authentication, and regular security audits to safeguard against cyber threats.

OPTIMIZATION AND DETERMINATION IS NEEDED FOR BUSINESS EFFICIENCY AND COMPLIANCE PRECEDENCE

HARSH ARORA, GROUP HEAD IT, HINDUSTAN POWER

PIONEERING THE FUTURE

Businesses can fully utilize data analytics to improve operational effectiveness, promote intelligent decision-making, and gain an advantage over competitors. Technological developments like big data processing, machine learning, and artificial intelligence have completely changed the data analytics industry.

Emerging trends which will be significant in the foreseeable future will be:

- ◆ Data governance: Figuring out how, where, and who can access and own data
- ◆ Augmented analytics: A disruptive trend that uses AI and machine automation to prepare data, share insights, and create data science and machine learning models
- ◆ Cloud database administration: Cloud solutions are becoming more accessible, allowing data scientists to set up their environment with a few clicks
- ◆ AI-enabled data management: The combination of AI and data management systems
- ◆ Explainable AI: An advancement in data analytics as technologies evolve and data sources increase
- ◆ Natural language processing (NLP): A prevalent and emerging trend in data management

BALANCING COMPLIANCE AND INNOVATION

IT compliance is important for businesses because it helps ensure the security of customer and business data, which is a top priority as more data is stored and processed digitally. IT compliance guidelines, developed by regulatory bodies, establish security and compliance measures to protect infrastructure and safeguard consumer data. Compliance frameworks like HIPAA, GDPR and DPDP Act require strict data security and privacy practices.

Here are some ways organizations can balance compliance requirements with operational efficiency and innovation:

- ◆ Conduct a risk assessment: Identify areas where compliance is a priority and where the company can optimize for efficiency
- ◆ Implement data management processes: Ensure compliance while improving operational efficiency
- ◆ Use workflow automation solutions: Ensure compliance, improve data quality, and structure efficient processes
- ◆ Use compliance technology: Use software and tools to automate regulatory filings, track employee training, and monitor customer interactions
- ◆ Promote global standards of compliance: Ensure regulatory compliance and refine processes to improve operational efficiency
- ◆ Apply policies and procedures consistently: Remove compliance barriers, use training as reinforcement, and stay up to date on laws and regulations
- ◆ Conduct compliance audits regularly: Ensure compliance becomes an integral part of the organization's DNA





TRANSPARENCY IMPROVES CONNECTIONS WITH STAKEHOLDERS BY FOSTERING TRUST

NITIN DHINGRA, VICE PRESIDENT-DIGITAL TRANSFORMATION AND STRATEGIC START-UP INVESTMENTS, HINDWARE

TRAVERSING THE DIGITAL FRONTIER

Our digital transformation journey has yielded significant results for the group, and we are excited to build on that momentum in FY 2024-25. Our key priorities are threefold. Firstly, we will continue to deepen our foray into digital transformation. This means leveraging data analytics even more extensively to fuel data-driven decision making across the organization. Secondly, we will maintain an unwavering focus on application and cybersecurity. As we expand our digital footprint, robust security measures are paramount to safeguarding our systems and customer data. Finally, we will prioritize maximizing the adoption and benefit realization

from existing initiatives, while simultaneously exploring and exploiting new technologies like Generative AI (Gen AI) to unlock their potential for further innovation and growth.

INFUSING TRUST IN A DIGITAL REALM

In today's digital-first landscape, where personalized experiences are crucial for customer trust, our organization adopts a multi-pronged approach for our customers which are distributors, dealers and end consumer all, we prioritize transparency across all touchpoints. This means providing real-time sales and lead information to distributors, dealers, and end consumers, depending on the targeted persona. This transparency fosters trust and strengthens relationships with our stakeholders.

DRIVING GROWTH IN THE AGE OF INNOVATION

In this dynamic environment where technology is constantly evolving and CXO skill sets need to adapt, our organization took a two-pronged approach to drive business growth. Firstly, we prioritize continuous capability enhancement for all CXO teams. This is not a one-time training session. We have established a dedicated task force that acts as the eyes and ears for senior leadership, staying current on the latest industry trends, business intelligence tools, and emerging technologies. They continuously upskill CXO teams through regular governance meetings, ensuring the newly acquired knowledge is translated into actionable strategies.

Secondly, we go beyond basic training. We recognize the importance of knowledge application. Following team-level training sessions, we have dedicated sessions with CXOs themselves. This ensures the skills acquired by their teams are effectively utilized and that CXOs remain at the forefront of technological advancements. This comprehensive approach empowers our leadership to make informed decisions, capitalize on new opportunities, and drive sustainable business growth in this ever-changing technological landscape.

DATA ANALYTICS AND DATA MANAGEMENT TO BE THE FORESEEABLE FUTURE BUSINESSES

DR. HARSHA THENNARASU, FOUNDER & CISO, HKIT SECURITY SOLUTIONS

TRAVERSING THE DIGITAL FRONTIER

As everyone knows at this point of time, privacy is a major threat that can disrupt our business through huge legal penalties and fines.

Along with regular information security strategies, our prime focus is on privacy, which can be automated by AI. This drive can help our organisation address national and international privacy legislation and fully comply with it. In recent days, our organisation believed that privacy was a major threat to business and proactively defined strategies and implemented phased measures to achieve them in the fiscal year 2024-25.

INFUSING TRUST IN A DIGITAL REALM

By achieving zero cyber threats and incidents by proactive security strategies of GRC, ensures our customer trust us by default, also we ensure cyber security by design & culture in our organization, we also demonstrate the existing controls and case studies, outcome of each control, effectiveness of the security clauses, policies, procedures, effectiveness of ISMS, continual improvements, awareness training programs, technical committee resolutions, discussions, achieved accolades, recent customers feedbacks and testimony's, proactive measures

DRIVING GROWTH IN THE AGE OF INNOVATION

Our organisation's focus is always system-driven and less human intervention, which minimises human error, continuous training and skill development of employees, technology switchover, and replacement of resources by engaging AI-based automations.

Frequently, we understand the business requirements and new strategies, so that our technology re-alignment can be opted for instantly without any last-minute surprises. This proactive approach helped in our past business growth, and the results have been the evidence to carry forward with more confidence.

PIONEERING THE FUTURE

Privacy is the emerging trend influencing data management in terms of segregating personally identifiable information security and compliance in the future. For achieving successful business, proficient data management and data analytics are key secrets of success in this era, which have been demonstrated successfully in many recent past businesses. It has been predicted that the majority of data analytics and data management will be foreseeable future businesses.





AI IS TRANSFORMING DATA MANAGEMENT, STORAGE, AND UTILISATION FOR A RANGE OF ANALYTICAL APPLICATIONS

GAURAV VIJ, CHIEF INFORMATION OFFICER, HOOLIV

TRAVERSING THE DIGITAL FRONTIER

Co-Living industry today is where we had eCommerce about 15 years back, coming up technologically with a number of solutions available to automate the co-living processes.

However, these solutions look at the fundamentals as technology platforms. The Co-Living automation needs implementations while experiences on ground and that is where HooLiv stood over in the year 2023-2024, and look forward and beyond in the year 2024-2025.

The key priorities for fiscal year 2024-2025 includes strong focus on end customer experience including but not limited to Social and collaborative platforms for residents, instant gratification to the residents on active collaboration, Artificial Intelligence and Analytics models including Co-living occupancy projection models, revenue projection models, Smart grid and smart device integrations which will help saving energy as well as reducing the operational expenditures.

PIONEERING THE FUTURE

New Artificial Intelligence (AI) models disrupt the way data is managed, stored and used for various analytical and decision making purposes. The amount of data generated every hour is increasing at an unprecedented pace and is estimated to double every two years. Systems need to be upgraded (not physically but the platforms and models) to meet the volume growth need of this data management, so does the need for effective data management strategies. AI and ML are becoming more common in data management, and will become the foundation ground of data management and analytics in near future.

BALANCING COMPLIANCE AND INNOVATION

With the growth of data, and a shift towards Artificial Intelligence and Machine Learning, Data governance and privacy will become increasingly important as data becomes more valuable and regulated.

At HooLiv, we have strong data governance policies, which includes classification of data as Public, Internal, Confidential, Restricted Confidential, strong encryption of PII data at storage and in transit, RBAC (Role based Access Control), end user consent model and Zero Trust governance to ensure the data is safe and secure. With the security layer in place, HooLiv too has a data lifecycle policy defined which includes the complete lifecycle of data right from the inception, churning to the meaningful information, till the dissemination of the data. The same is covered as a part of foundation architecture of the HooLiv Technological platform, and security is always treated as by design in every implementation.

GET INSIGHTS INTO CONSUMER BEHAVIOUR, INDUSTRY TRENDS, AND OPERATIONAL EFFECTIVENESS BY UTILIZING BIG DATA

ARCHIE JACKSON, VICE PRESIDENT - HEAD OF GLOBAL IT & CYBERSECURITY, INCEDO INC.

DRIVING GROWTH IN THE AGE OF INNOVATION

1. Embracing Organizational Agility:

- ◆ Agility is the ability of an organization to renew itself, adapt, change quickly, and succeed in a rapidly changing, ambiguous, and turbulent environment.
- ◆ It's essential to strike a balance between agility and stability. While agility requires speed and responsiveness, stability provides a solid foundation for growth.
- ◆ CIOs play a crucial role in fostering agility by enabling technology-driven transformations, streamlining processes, and ensuring IT systems can adapt swiftly to market shifts.

2. Leveraging Technology for Transformation:

- ◆ CIOs must champion digital transformation initiatives. This involves adopting emerging technologies such as AI, cloud computing, and data analytics.
- ◆ By leveraging these technologies, organizations can enhance operational efficiency, improve customer experiences, and drive innovation.
- ◆ CIOs should collaborate with other CXOs to align technology investments with strategic business goals.

3. Creating a Culture of Innovation:

- ◆ Innovation is at the core of business growth. CIOs should encourage a culture that fosters creativity, experimentation, and risk-taking.
- ◆ Implementing agile methodologies in software development and project management allows for iterative improvements and faster time-to-market.
- ◆ Encourage cross-functional teams to collaborate on innovative solutions.

4. Prioritizing Cybersecurity and Resilience:

- ◆ As technology evolves, so do cybersecurity threats. CIOs must prioritize robust security measures.
- ◆ Invest in cybersecurity tools, employee training, and proactive threat detection.
- ◆ Develop incident response plans to minimize the impact of security breaches and ensure business continuity.

5. Data-Driven Decision Making:

- ◆ Data is a strategic asset. CIOs should champion data governance, quality, and analytics.
- ◆ Leverage big data to gain insights into customer behavior, market trends, and operational efficiency.
- ◆ Enable business leaders to make informed decisions based on data-driven insights.

6. Agile IT Infrastructure:

- ◆ Modernize legacy systems and adopt flexible, scalable architectures.
- ◆ Cloud computing, microservices, and containerization allow for agility in deploying and managing IT resources.
- ◆ CIOs should focus on hybrid cloud strategies to balance cost-effectiveness and performance.

7. Talent Development and Retention:

- ◆ The right talent drives innovation. CIOs should invest in upskilling existing IT teams and attracting top talent.
- ◆ Foster a learning culture and provide opportunities for professional growth.
- ◆ Collaborate with HR to create a conducive work environment that retains skilled employees.





EMBRACING AI TO FUTURE PROOF PROFESSIONALLY & ENSURING ORGANISATION'S GROWTH

ATUL GOVIL, CHIEF TRANSFORMATION OFFICER, HEAD (SAP & IT), INDIA GLYCOLS LTD.

PIONEERING THE FUTURE

Historically, technology has facilitated mass production in various sectors, from automotive manufacturing to electronics. This shift has profound implications for the workforce. For instance, large, progressive companies have begun re-evaluating their hiring strategies, opting to leverage these technologies rather than expanding their junior developer teams.

This strategy underscores a broader trend towards automation that could reshape the economic landscape far sooner than anticipated. Research suggests that by 2030, 30% of the tasks in the U.S. economy could be automated. Given the pace of technological advancement & user friendly new age tools, below aspects of Business transformation would need to be implemented, adopted swiftly:

- ◆ Process Transformation - focuses on your org processes using data, analytics, to lower costs and drive operational efficiency in the business.
- ◆ Business Model / Transformation - making fundamental changes in how business or organization runs or introducing new products using digital levers. To pivot into a new domain or area that a business may not have explored before by acquiring new technologies.
- ◆ Cultural/Organizational Transformation – challenge legacy working, redefine mindsets, processes, capabilities and skills for a growth oriented digital world.

One of the most talked-about applications of computer vision is its use in autonomous vehicles and drones. However, I want to share an intriguing insight from our own experience that goes beyond these familiar uses. In our manufacturing setup, further to the trials already done, we are implementing video analytics to monitor sensitive activities around the perimeters of our factory and within it.

This technology alerts us if someone enters restricted areas, such as the R&D unit or specific production zones, where access should be limited. Previously, maintaining such security required extensive manpower (with issues on compliance), but now, artificial intelligence enables us to achieve this more effectively and efficiently.

Embracing this future requires us to adopt an exploratory mindset. We have reached a point where, instead of merely utilizing machines, we are assisting them —a shift evident in practices like prompt engineering. This technique involves crafting prompts to guide AI tools like large language models (LLMs) towards desired outcomes, marking a significant evolution in our interaction with technology.

IN ORDER TO MEET CUSTOMER EXPECTATIONS, IPCL TRANSITIONING TO DATA-DRIVEN DECISION-MAKING

SANJEEV SINHA, PRESIDENT – IT & DIGITIZATION, INDIA POWER CORPORATION LTD.

TRAVERSING THE DIGITAL FRONTIER

At India Power, technology is not just a way of operating the company but also an avenue for growth of business. Hence, it is one of the few Discoms (Power Distributing Company) which has a technology based business vertical and provides such services to other Discoms in the country. Under this vertical, it implements technology solutions leading to implementation of Smart Meters for other discoms. It has already made a mark as a smart meter implementation service provider and is implementing 350,000 smart meters for another utility. In the fiscal year 2024-25, IPCL aims to expand more by getting more such smart meter projects. Also, it aims to add one more technology based service in collaboration with other expert service providers so that it can serve its customers better.

INFUSING TRUST IN A DIGITAL REALM

Large number of consumers of IPCL are prepaid customers. Therefore, timely charging is the key to servicing them, along with appropriate alerts. We have various digital means in place to address higher customer satisfaction. Our customer portal and mobile app is feature rich and takes care of all requirements of the consumers. We have even made new consumer applications possible on our mobile app. As we implement smart meters, the consumers would benefit it further with more information available to them digitally.

DRIVING GROWTH IN THE AGE OF INNOVATION

In today's rapidly evolving technological landscape, my organization is looking to move to data-driven decision-making and providing insights to consumer expectations. The organization has implemented various projects like a business intelligence system to help in moving to a data driven approach. Even our distribution transformers are being monitored on dashboards with alert mechanisms. Consumers' expectations too have changed since many consumers have become producers of electricity and have changed needs like storage systems, net metering etc. The teams' skillsets are changing to meet the changing needs of the customers. Various training programs have been launched to make up for the skill gaps of the teams. CIOs too have to keep themselves abreast with these changes. It is important for the CIOs to note that his / her role in driving business growth in this dynamic environment is to provide timely and relevant insights that enable businesses to make informed decisions and stay ahead of the competition.

PIONEERING THE FUTURE

Several emerging trends are likely to significantly influence data management and analytics in the foreseeable future: AI and Machine Learning play a crucial role in data management and analytics. They will enable more advanced data processing, pattern recognition, and predictive analytics, leading to more accurate insights and decision-making. Also, augmented analytics automate data preparation, insight discovery, by combining AI and machine learning with analytics tools. Edge Computing is another emerging area where data processing is done closer to the data source, reducing latency and enabling real-time analytics. Blockchain Technology is also making significant changes by providing a secure and decentralized way to store and manage data.





IT BECOMES ESSENTIAL TO UNDERSTAND HOW TO USE AI TO AUTOMATE TASKS

SANDEEP SENGUPTA, FOUNDER & DIRECTOR, INDIAN SCHOOL OF ANTI HACKING

TRAVERSING THE DIGITAL FRONTIER

If we need to survive, we need to find out how AI can automate the work. Being a CERT-In empanelled audit firm, we need to get more innovative with changes in technology. Our products need to have AI components to make them more productive & efficient. The second point which will hopefully keep us busy over the next one year is data protection and privacy regulations for customers.

INFUSING TRUST IN A DIGITAL REALM

Customers are well aware of the latest trends in the market. They will choose the technologies which are innovative & disruptive. Even if we may not bring disruption, we have to keep up to the innovation which others are bringing to the table. As far as security or DPDP is concerned, we are one of the market leaders. So we have less worry on that part.

DRIVING GROWTH IN THE AGE OF INNOVATION

We are focusing on research, Anyone who is not open to upskilling and reskilling will become obsolete and jobless over the next few years. including research oriented talents in the team. We trust our CXOs and invest in upskilling the existing team.

PIONEERING THE FUTURE

The future of technology is poised to be significantly shaped by advancements in AI and ML. These technologies will drive innovation across various domains, including app modernization, digital twins, proactive O&M, and GenAI security.

- ◆ **App Modernization:** AI and ML will automate and optimize the process of modernizing legacy applications, making them more efficient and adaptive to new business needs.
- ◆ **Digital Twins:** The power of AI and ML will enhance digital twins by enabling real-time data analysis and predictive modeling.
- ◆ **Proactive O&M:** AI-driven automation in operations and maintenance will revolutionize how organizations manage their assets and infrastructure. Machine learning algorithms will predict potential failures and recommend preventive measures, significantly reducing operational losses and enhancing efficiency.
- ◆ **GenAI Security:** As generative AI technologies evolve, securing them will be paramount. Advanced cybersecurity frameworks will leverage AI to identify vulnerabilities, automate responses to incidents, and safeguard sensitive information.

BALANCING COMPLIANCE AND INNOVATION

Data privacy is nothing new. I personally conducted many audits on Data protection and privacy for leading telecom giants in 2015. At that time, it was named BS 10012 (PIMS). Then with GDPR and the upcoming DPDP Act 2023, we are helping our customers to be compliant to different data protection and privacy compliance, as well as keeping their data secured.

ROBUST ENCRYPTION AND COMPLIANCE PROCEDURES ARE IMPORTANT DUE TO THE ONGOING SIGNIFICANCE OF DATA PRIVACY AND SECURITY

RAMEESH KAILASAM, CEO, INDIA TECH.ORG

TRAVERSING THE DIGITAL FRONTIER

For the fiscal year 2024-25, IndiaTech.org has identified several key priorities to drive innovation and business growth within India's technology sector. First, we aim to enhance our policy advocacy efforts to support regulatory frameworks that foster a conducive environment for startups and unicorns especially in the area of emerging technologies in India. This also includes pushing for policy reforms around wealth creation, changes to taxation, data privacy, and cybersecurity, making sure that the legislative landscape keeps pace with the advancements in technology. Additionally, we are committed to promoting digital infrastructure development, crucial for scaling internet-based businesses across urban and rural India.



INFUSING TRUST IN A DIGITAL REALM

In today's digital-first landscape, forging customer trust is paramount as personalized experiences and seamless omnichannel interactions become the norm. At IndiaTech.org, we emphasize the importance of data privacy and security to build and maintain customer trust. We advocate for stringent data protection practices and encourage our member companies to adopt best practices in data management and good corporate governance practices.

DRIVING GROWTH IN THE AGE OF INNOVATION

We focus on continuous learning and development programs, and our initiatives include workshops, seminars, and webinars led by industry experts to keep CXOs up to date with the latest technology regulations and trends. We also facilitate peer-to-peer learning and networking opportunities, enabling CXOs to share insights and best practices. In addition, we support the development of skills necessary to navigate the complexities of regulatory frameworks, overarching digital transformation and drive organizational change. By providing access to cutting-edge policy research and thought leadership, we equip CXOs with the knowledge and tools needed to make informed decisions that spur innovation and growth.

PIONEERING THE FUTURE

At IndiaTech.org, we foresee artificial intelligence and machine learning playing a pivotal role in transforming how data is processed, analyzed, and utilized. These technologies enable more accurate predictions, personalized customer experiences, and optimized business operations. Additionally, the adoption of blockchain technology for secure and transparent data transactions is getting popular. With the increasing volume and variety of data, advanced data analytics tools that leverage big data and real-time analytics are becoming essential for businesses to seek actionable insights.



ENHANCING DATA MANAGEMENT AND ANALYTICS FOR INFORMED DECISION-MAKING AND COMPETITIVE ADVANTAGE

DR. JAGANNATH SAHOO, CISO, INOXWIND

TRAVERSING THE DIGITAL FRONTIER

For the fiscal year 2024-25, our organization has identified several key priorities to drive innovation and business growth:

- ◆ Digital Transformation and Robotic Process Automation
- ◆ Sustainability and Environmental, Social, and Governance initiatives
- ◆ Cybersecurity and Data Privacy
- ◆ Global Expansion and Market Penetration
- ◆ Agile and Flexible Work Environment
- ◆ Talent Acquisition and Development
- ◆ Enhancing Customer Experience through Technology
- ◆ Leveraging Big Data and Analytics

By focusing on these priorities, we aim to foster innovation, drive sustainable growth, and maintain our competitive edge in an ever-evolving technological landscape.

INFUSING TRUST IN A DIGITAL REALM

In a digital-first landscape where personalized experiences are paramount, our organization cultivates customer trust amidst evolving expectations for seamless omnichannel interactions through the following strategies:

- ◆ Data Privacy and Security
- ◆ Consistent Experience Across Channels
- ◆ Ethical Use of AI and Automation
- ◆ Proactive Issue Resolution
- ◆ Transparency and Communication
- ◆ Customer Feedback and Adaptation
- ◆ Building a Strong Brand Reputation
- ◆ Personalization with Consent
- ◆ Reliable Customer Support
- ◆ Education and Empowerment

DRIVING GROWTH IN THE AGE OF INNOVATION

In the rapidly evolving technological landscape, our organization contributes to driving business growth by focusing on several strategic areas that align with the shifting skillsets required for CXOs:

- ◆ Continuous Learning and Development
- ◆ Cross-Functional Collaboration
- ◆ Customer-Centric Mindset
- ◆ Performance Metrics and Analytics
- ◆ Embracing Agile Methodologies
- ◆ Digital Transformation Leadership
- ◆ Sustainability and ESG Commitment
- ◆ Diverse and Inclusive Leadership
- ◆ Fostering a Culture of Innovation
- ◆ Strategic Partnerships and Ecosystems
- ◆ Adaptive Leadership

By focusing on these areas, our organization empowers CXOs to navigate the complexities of the modern business landscape, drive growth, and sustain a competitive advantage.

DATA CROWN JEWELS ARE ADEQUATELY PROTECTED FOR OPERATIONAL EFFICIENCY

DR. PAVAN DUGGAL, CHAIRMAN, INTERNATIONAL COMMISSION ON CYBER SECURITY LAW

INFUSING TRUST IN A DIGITAL REALM

In today's digital evolving landscape where personalized experience is becoming mainstream, our organisation seeks to cultivate customer trust on certain key parameters. These include our expertise on Cyberlaw, Cybercrime Law, Cybersecurity Law and Artificial Intelligence (AI) Law and its continued updation, informing customers about latest legal and policy developments in the cyber ecosystem, emphasizing the need for proactive compliance with various provisions of the Information Technology Act, 2000 and the Digital Personal Data Protection Act, 2023 and other applicable laws and also further giving advice to clients on how they can judiciously use Generative AI for their various business operations.



DRIVING GROWTH IN THE AGE OF INNOVATION

Any organisation today has to contribute in utilizing in constantly evolving dynamic environment by sensitizing customers and clients about constantly expanding legal expertise on the intersection of law and technology and by constantly encouraging clients to ensure compliance with the provisions of the applicable laws and further provide advice on how they can limit exposure to legal liability and also to protect their legal interests.

PIONEERING THE FUTURE

Considering rapid developments in technology, I see a lot of emerging trends in influencing data management and analytics in the foreseeable future. These include taking proactive consent from data principles pertaining to collection, processing and retention of personal data, ensuring that the rights of data principals are appropriately adhered to, further ensuring that appropriate disaster recovery management solutions are put in place concerning data and for ensuring that the data crown jewels are adequately protected. Further, use of Artificial Intelligence (AI) in data management and analytics will play an important role in the foreseeable future.

BALANCING COMPLIANCE AND INNOVATION

In an era where data privacy and security are paramount concerns, organisations need to balance compliance requirements with the imperatives of improving operational efficiency and innovation. Further, we need to keep in mind that the Digital Personal Data Protection Act, 2023, has already been passed and is likely to be in operation in the near future. Organisations today have to give more significance to data privacy and security. It is imperative that organisations protect their legal interests and minimize legal exposure, lest their reputation be prejudicially impacted for all time to come. Hence, compliance has to be given more focus while balancing, at the same time, operational efficiency and innovation.



THE GOALS BEHIND IMPLEMENTING TECHNOLOGY INCLUDE AUTOMATING TRAVEL RELATED PROCESSES

VISHWAJEET SINGH, CIO, INTUITIVE TRAVEL SOLUTIONS PVT. LTD.

TRAVERSING THE DIGITAL FRONTIER

We will be using more Bots to automate most of our redundant processes, such as customer care, online FAQ, booking assistance etc.

In addition to –

- ♦ **Artificial Intelligence & Big Data:** Leveraging AI algorithms and vast datasets to uncover insights, drive automation, and enhance decision-making processes.
- ♦ **Augmented and Virtual Reality:** Technologies that overlay digital information onto the real world (AR) or create immersive virtual environments (VR) for various applications.

- ♦ **Mobile Technology:** Portable communication and computing devices that enable connectivity, information access, and services on the go.
- ♦ **Internet of Things (IoT):** A network of interconnected devices that communicate and exchange data to automate and optimize processes.
- ♦ **Voice Technology:** Systems that enable human interaction with devices and applications through voice commands and natural language processing.
- ♦ **Blockchain Technology:** A decentralized ledger system that ensures secure, transparent, and tamper-proof transactions and data management.

INFUSING TRUST IN A DIGITAL REALM

We are continuously working on improving our customer service channel. From having customer care executives earlier, now we are moving to the complete BOT enabled support system. It will be supported with both chat and visual bot support.

The goals or motivations behind implementing travel technology include automating travel and related processes, response time optimization, reducing costs, and creating a more seamless travel experience for consumers.

DRIVING GROWTH IN THE AGE OF INNOVATION

It is a lesson every day and this will continue forever. We follow worldwide real life case studies and try to adopt the best considering our budgets and priorities. Every change is not so essential for you, until it has value associated with your nature of work.

PIONEERING THE FUTURE

With AI getting into the maturity stage, it is going to play in the days to come. It will replace the process wherever the team is sitting at the backend either answering or replying through email/whatsapp/text.

BALANCING COMPLIANCE AND INNOVATION

The data protection laws are becoming stringent day by day. As every customer centric organisation, we follow the industry best practices to prevent any type of data leakage. It includes 24*7*365 days real time data scanning along with cloud based compliance monitoring services.

USING AI AND DATA ANALYTICS TO IMPROVE DECISION-MAKING, PROVIDE INSIGHTS, AND SPUR INNOVATION

RAKHI R WADHWANI, SENIOR ASSESSOR, ISOQAR INDIA

TRAVERSING THE DIGITAL FRONTIER

- ♦ **Digital Transformation:** Emphasizing digital strategies to streamline processes, enhance customer experiences, and remain competitive in the digital age.
- ♦ **Cybersecurity:** Ensuring robust cybersecurity measures to protect sensitive data and systems from evolving threats, especially with the increasing adoption of cloud computing and IoT devices.
- ♦ **Data Analytics and AI:** Leveraging data analytics and artificial intelligence to derive insights, improve decision-making, and drive innovation across various business functions.
- ♦ **Cloud Computing:** Expanding cloud infrastructure and services to increase scalability, flexibility, and efficiency while reducing operational costs.
- ♦ **Customer Experience:** Prioritizing customer-centric initiatives to deliver personalized experiences, foster customer loyalty, and gain a competitive edge in the market.
- ♦ **Sustainability:** Integrating sustainability practices into operations and products to meet environmental goals, comply with regulations, and address consumer demands for eco-friendly solutions.
- ♦ **Talent Development:** Investing in talent acquisition and development programs to cultivate a skilled workforce capable of driving innovation and adapting to technological advancements.
- ♦ **Partnerships and Collaborations:** Forming strategic partnerships and collaborations with other organizations, startups, and academia to foster innovation, share resources, and accelerate growth.
- ♦ **Regulatory Compliance:** Staying abreast of regulatory changes and compliance requirements in various regions to mitigate risks and ensure business continuity.
- ♦ **Resilience and Business Continuity:** Enhancing resilience against disruptions, whether from natural disasters, cyberattacks, or other unforeseen events, to maintain operational continuity and protect stakeholders' interests.



These priorities may vary based on industry, organizational goals, and external factors. It's essential for organizations to regularly reassess their priorities and adapt to changing dynamics in the business environment.

INFUSING TRUST IN A DIGITAL REALM

In the current digital-centric landscape, fostering customer trust is paramount for any organization.

- | | | | |
|----------------------------------|-----------------------------------|----------------------------|--------------------------------|
| ♦ Transparency | ♦ Consistent Brand Voice | ♦ Data Security | ♦ Personalization with Consent |
| ♦ Responsive Customer Support | ♦ Seamless Omnichannel Experience | ♦ Social Proof and Reviews | ♦ Quality Content |
| ♦ Transparent Policies and Terms | ♦ Customer Feedback Loop | | |

Remember, trust is built over time through consistent positive interactions. Prioritize customer needs, fulfil commitments, and adapt to evolving expectations to maintain trust in the digital realm.



EFFECTIVE CLOUD COST MANAGEMENT WILL BE GIVEN TOP IMPORTANCE

RANGANATHAN VAIDYANATHAN IYER, GR. CIO & SR. EVP, JBM GROUP

DRIVING GROWTH IN THE AGE OF INNOVATION

Focusing on getting the right data for decision making is the focus, which is being achieved by digitization, so that data-driven decision-making is effective. We use TIP (Technology, Innovation & people) to drive growth. We identify, train, and bring in value addition in our process to ensure data quality is at its best using TIP. This activity leads to the right decision making for business growth, helps identify business areas where business needs improvements.

This activity gives us focus on digitization of the manufacturing floor with an effective way of measuring the effectiveness of the digitization we deployed. For the right data capturing, the right people have the right capability to understand the advantages of digitization, so our management focuses on people capability and constantly uses digital training method, do continuous review of the progress of the trained resources to measure the effectiveness of the training provided, which improves the training quality.

PIONEERING THE FUTURE

Cost effective cloud computing: Managing cloud cost effectively will be a priority. Most of the cost overruns happen due to poor cloud management. Will seek cost-efficient querying techniques to optimize their cloud spending. Means balancing performance & cost will drive innovation in cloud-based analytics.

Hybrid Cloud Solutions: Combining on-premises & cloud systems will continue to rise. Organizations will leverage both the world. Some of the applications where we need bi-directional data movement for controlling machines, we go for hybrid kind of environment. Data fabric which provides a unified view of data across hybrid environments will be essential for effective data governance.

Augmented Analytics: Powered by AI & ML will revolutionize data analysis. Will assist in exploring data, identifying patterns & making informed decisions. We should expect tools that enhance human capabilities while maintaining transparency & interpretability. People with innovative mind with technology background will be crucial for harnessing the AI & ML outcomes are used to take business decisions.

Generative AI (Gen AI): Known as synthetic AI will play a crucial role. Will create new data instances based on existing data patterns. This will be a new revenue generating proposition.

Data security & governance simplification: Simplifying data security & governance will be critical, organization must navigate data sovereignty, local regulations & compliance requirements.

Shortage of data scientists: The demand for data scientists will persist, however, organizations will increasingly rely on automated tools. Upskilling existing teams & democratizing analytics skills will be crucial.

PROTECTING INFORMATION SECURITY WHILE FOSTERING TRUST, AND BUSINESS CONTINUITY

PRASENJIT MUKHERJEE, SR. GM (HEAD IT & DIGITAL), JWIL INFRA LTD.

TRAVERSING THE DIGITAL FRONTIER

The Key priorities for the fiscal year 2024-25 are:

- ◆ App modernization: Updating and transforming legacy applications to improve functionality, scalability, and maintainability.
- ◆ Digital Twins: Virtual replicas of physical objects or systems used for real-time monitoring and simulation.
- ◆ GenAI Security: Implementing security measures specifically designed to protect and manage risks associated with generative AI technologies.
- ◆ Proactive O&M through automation to reduce operational losses: Using automated systems to anticipate and prevent issues in operations and maintenance, minimizing downtime and inefficiencies.

INFUSING TRUST IN A DIGITAL REALM

The primary implementation aim of our digital landscape is to bring operations agility, process resilience and innovation excellence for the best end user/customer experience. Data availability, best of the UI/UX, secured data protection, 100% uptime and high availability of applications, DR setup contribute to our customer/user experience, which we communicate to our customers.

PIONEERING THE FUTURE

The few trends which will be key to any business growth through data management and analytics are GenAI, Edge Computing, Cyber security, Digital Twins, IOT, Datafication & Metaverse.

BALANCING COMPLIANCE AND INNOVATION

Data privacy and information security are highly pertinent and relevant compliance activities for any organization. These in turn help an organization towards business continuity, prevent reputational damage and improve trust of employees, management and stakeholders. We in our organization manage it through a proper framework of policies, tools and training. Insight from regular audits and data from tools helps us in improving our security roadmap for the future. The insights further help us in implementing innovative solutions aligned to our business needs.





ENHANCING CLOUD CAPABILITIES FOR REAL-TIME OPTIMIZATION

VIVEK DHARIA, CIO, KNP SECURITIES PVT.LTD.

TRAVERSING THE DIGITAL FRONTIER

From Artificial Intelligence to the promising horizon of quantum computing to the challenges posed by cybersecurity are the key priorities for our organisation in fiscal year 2024-25. The launch of the Chat GPT-3 marked a milestone in the field of AI as one of the most remarkable advances of the last century. Latest technology has offered increased access in the cloud, in real time, with flexible access that will enable optimisation of internal processes in all departments.

INFUSING TRUST IN A DIGITAL REALM

Digital customer experience remains a steadfastly important event against the uncertainty of economic headwinds. I think the more mature an organization's digital efforts, the more likely they are to add these next-generation platforms. Customer journey mapping is a powerful technique to understand and optimize customer experience design.

DRIVING GROWTH IN THE AGE OF INNOVATION

C level Executives are responsible for shaping a company's strategic direction in leveraging technology to foster innovation and drive growth, where technology has emerged as a powerful enabler of innovation where C level executives are playing a pivotal role in harnessing its potential.

PIONEERING THE FUTURE

Emerging trends like quantum computing, AI-driven development, and blockchain innovations promise to redefine the IT landscape. The future of data analytics lies in its ability to not just inform but to predict. From the integration of cloud-based solutions to AI, we must navigate these trends to stay ahead in the data-driven era.

The future of data analytics lies in its ability to not just inform but to predict. Advanced analytics powered by AI and ML will enable organizations to anticipate trends, optimize operations, and personalize customer experiences. Predictive analytics will become a cornerstone of decision-making, transforming raw data into actionable insights.

From the integration of cloud-based solutions to AI, organizations must navigate these trends to stay ahead in the data-driven era. Cloud computing will offer scalable and flexible infrastructure, while AI will enhance data processing and analysis capabilities. By embracing these technologies, businesses can achieve greater agility, innovate faster, and maintain a competitive edge in the evolving digital landscape.

BALANCING COMPLIANCE AND INNOVATION

Our main objective of implementing data privacy and security is to protect sensitive information, maintain the confidentiality, availability of data & prevent data misuse. In data compliance we are ensuring that we must meet legal, regulatory, and operational data requirements. This involves conducting thorough assessments to identify areas of non-compliance and implementing measures to meet legal obligations.

TO STAY AHEAD OF THE CURVE, EMBRACE A CULTURE OF CONSTANT LEARNING

SHAIK J. AHMED, VICE PRESIDENT, HEAD IS - RISK & GOVERNANCE, MASHREQ BANK

TRAVERSING THE DIGITAL FRONTIER

In the fiscal year 2024-25, organizations have identified several key priorities to stay competitive and foster Here are some critical issues organizations must manage in 2024-25 with the ongoing technological advancements fueling business innovation:

- 1. Cybersecurity Threats:** With increased reliance on technology, cyberattacks and data breaches are a growing concern.
- 2. Talent Acquisition and Retention:** Organizations will need to focus on attracting and retaining talents by offering competitive compensation, reskilling and upskilling programs, and fostering a culture of innovation.
- 3. Managing Disruption:** Manage technological disruption by being adaptable and embrace a culture of continuous learning to stay ahead of the curve.
- 4. Ethical Considerations of AI and Automation:** Artificial intelligence (AI) and automation will play a bigger role in businesses.
- 5. Integration of New Technologies:** Successfully integrating new technologies with existing systems can be challenging. Organizations need to invest and develop strategies for seamless integration to maximize the benefits of innovation.
- 6. The Evolving Regulatory Landscape:** Regulations around data privacy, cybersecurity, and AI are constantly evolving.
- 7. The Human Factor:** Organizations need to ensure a healthy balance between human expertise and technological advancements.
- 8. Bridging the Digital Divide:** Organizations should consider ways to bridge the digital divide and ensure everyone benefits from technological advancements.

PIONEERING THE FUTURE

The data game is definitely changing! Here are some hot trends that are poised to revolutionize how organizations can handle and analyze information:

- ♦ **AI Infusion:** Artificial intelligence, particularly machine learning (ML), is supercharging analytics. ML automates tasks, finds patterns in massive datasets, and generates predictions at a superhuman scale.
- ♦ **Augmented Analytics:** This approach combines AI with human expertise. Natural Language Processing (NLP) lets users ask questions in plain English, and ML automates data prep and analysis, saving time and boosting accuracy.
- ♦ **Edge Computing:** Edge computing brings the analysis closer to the data source, enabling real-time insights and faster decision-making.
- ♦ **Focus on Explainability:** As AI models become more complex, there's a growing need to understand "why" they make certain predictions. This is where Explainable AI (XAI) comes in. XAI helps ensure transparency and builds trust in AI-driven insights.





THE NEED TO PROTECT DATA INCREASES AS MORE DATA IS PRODUCED AND GATHERED

SHWETA SRIVASTAVA, HEAD IT, MATIX FERTILISERS

TRAVERSING THE DIGITAL FRONTIER

Technology is highly instrumental in accelerating business growth and is one of the important levers which can help create an edge in this VUCA world. At Matix we are mindful of this and are in process of designing a Digital roadmap. Few major initiatives would be around Cybersecurity, Data Protection and compliance to DPDP. We have been using SAP ECC 6.0 till now as ERP within Matix. Migration to S4/HANA is one major initiative taken which shall accelerate growth and productivity at all levels.

INFUSING TRUST IN A DIGITAL REALM

The way the fertilizer industry operates; every activity is regulated and is supported by digital infrastructure setup by regulators themselves. Hence, this organically inculcates the culture of digital awareness amongst all stakeholders' right from Dealers to Retailers to the end consumers. iFMS is the digital platform wherein all activities are captured right from dispatch from plant till delivery at farmers' end. As part of the facilitator of products/services to our customers, we ensure that a seamless communication channel is enabled which shall provide real time information on dispatch. Our workforce who interact with our customers is also enabled with a digital portal which gives them complete information of each dealer to be able to structure their interaction better. Account statements, outstanding payments, credit position etc are also made available as and when needed using multiple technology driven platforms.

DRIVING GROWTH IN THE AGE OF INNOVATION

It is evident that technology has transformed the way of working of all individuals in an enterprise including production, supply chain, accounts & finance, HR etc. Earlier we had to invest a lot of time and effort in technology adoption within the organization whereas now-a-days, everyone is exposed to a lot of information and insight that they demand relevant tools/platforms which can enhance their productivity. We work closely with business teams and other cross functional teams to identify the mundane tasks done by them in day-to-day routine and look for solutions which can empower them and make them more productive. Most importantly, we involve the stakeholders in evaluation and decision making when onboarding any tool/platform which helps in getting quicker buy-in and better adoption.

BALANCING COMPLIANCE AND INNOVATION

We are cognizant of the fact that more we generate and accumulate data, more is the responsibility to protect it. We have gathered a detailed understanding of the requirements around DPDP and are working towards complete compliance by identifying critical data, categorizing it as sensitive and personal, safeguarding against unauthorized access and to ensure correct use of data collected for a set purpose. We are working on a stringent authorization matrix wherein only after due approvals that the access to such sensitive data be given to the person responsible.

PIONEERING INNOVATION IN LOGISTICS THROUGH ADVANCED DATA ANALYTICS AND AI

MOHAN SHAH, HEAD – INFORMATION TECHNOLOGY, MAX PACIFIC CORPORATION LTD.

TRAVERSING THE DIGITAL FRONTIER

In the context of our Indian logistics company, the fiscal year 2024-25 marks a strategic focus on leveraging Information Technology to catalyze innovation and propel business growth. Our foremost priority revolves around the integration of advanced data analytics and artificial intelligence into our operations, aimed at optimizing route planning, enhancing inventory management, and forecasting demand with greater accuracy. Additionally, cybersecurity stands as a critical imperative, with investments earmarked for reinforcing our digital defenses through robust encryption protocols and continuous monitoring systems.

INFUSING TRUST IN A DIGITAL REALM

In our company, we recognize the paramount importance of cultivating customer trust in a digital-first landscape characterized by evolving expectations for seamless omnichannel interactions. Our approach hinges on a multifaceted strategy that intertwines cutting-edge Information Technology with a relentless focus on personalized experiences. By harnessing data analytics and artificial intelligence, we tailor our services to meet individual customer needs, offering real-time tracking, proactive communication, and customized solutions. Through intuitive digital platforms and mobile applications, we empower customers with transparent visibility into their shipments and streamlined interaction channels. Furthermore, our commitment to cybersecurity and data privacy instills confidence among our clientele, ensuring the security of their sensitive information throughout the logistics journey.

PIONEERING THE FUTURE

We anticipate several emerging trends to significantly influence data management and analytics in the foreseeable future. Firstly, the proliferation of Internet of Things (IoT) devices embedded in transportation assets and logistics facilities will generate vast amounts of real-time data, enabling enhanced tracking, monitoring, and predictive analytics capabilities. Furthermore, the integration of artificial intelligence and machine learning algorithms will facilitate deeper insights and predictive modeling, driving operational efficiency and proactive problem-solving. Lastly, the increasing emphasis on data privacy and security regulations will necessitate the implementation of robust data governance frameworks and advanced encryption techniques to safeguard sensitive information.

BALANCING COMPLIANCE AND INNOVATION

Navigating the delicate balance between data privacy, security, compliance, and operational efficiency is paramount. We approach this challenge with a comprehensive strategy that integrates robust cybersecurity measures, stringent compliance protocols, and a culture of innovation. Concurrently, we ensure compliance with regulatory frameworks such as GDPR and local data protection laws through rigorous audits and adherence to industry best practices. While prioritizing compliance, we also recognize the imperative for operational efficiency and innovation. Thus, we leverage emerging technologies like blockchain and AI to streamline processes, enhance transparency, and mitigate risks while safeguarding data integrity.





GUIDING IT LEADERSHIP THROUGH VOLATILITY AND UNCERTAINTY

VIJAY SETHI, CHAIRMAN, MENTORKART AND CRAFTSOL TECHNOLOGIES

PIONEERING THE FUTURE

All of us have seen so many changes in the Technology World over the last few years. The way almost 15 years back SMAC (Social, Mobile, Cloud and Analytics) changed the IT landscape to the way AI and Gen AI are impacting our organizations, we can all feel that we truly live in a **VUCA** world – a world that has **Volatility** - where things change rapidly and unexpectedly like emergence of new technologies, shifting of market trends and customer preferences; **Uncertainty** - there is a lack of predictability about future events or outcomes; **Complexity** - everything is becoming intricate and interconnected and **Ambiguity** - though we feel we have lots of information but in so many cases, information is often unclear or incomplete. And each of this is impacting our organization's growth and survival in many cases.

While each IT leader and organization does devise their own ways and means to deal with the VUCA world, I wanted to share three mantras and some simple actions that could help IT leaders to navigate through the VUCA World.

- 1. Embrace Agility:** Agility is about our ability to adapt to the changing business and IT landscape where IT leaders not only need to have speed in their actions and decisions to meet demands and challenges of business but also need to be flexible and use data to drive innovation. Simple actions that IT Leaders can take include
 - ◆ Foster a culture of agility, quick decision making, encouraging experimentation, learning from failures, and quickly embracing changes in technology trends, market dynamics, and customer needs.
 - ◆ Implement agile methodologies in project management and software development to enable iterative and adaptive approaches to delivering value faster.
- 2. Collaborate and Partner:** In a VUCA world, collaboration is important for remaining flexible and taking actions quickly. IT leaders need to lead by example and foster a culture of collaboration in their teams. Simple actions that IT Leaders can take include
 - ◆ Foster collaboration and strategic partnerships with business leaders, technology vendors, industry peers and startups to leverage collective expertise and resources to manage uncertainties and complexities and grow.
 - ◆ Participate and encourage their teams to participate in industry forums and bodies, webinars and other relevant events to stay informed about emerging technologies, best practices, and regulatory developments to help take proactive measures.
- 3. Focus on Risk Management:** Risk management is extremely important in a VUCA world as it can help IT leaders to identify and manage risks. IT leaders need to improve the way organization manages situations with least impact. Simple actions that IT Leaders can take include
 - ◆ Work closely with various business leaders to ensure IT risk management strategies and actions are aligned with the organization's risk appetite and business objectives.
 - ◆ Develop and implement robust risk management frameworks and processes to identify, assess, and mitigate risks associated with technology adoption, cybersecurity threats, regulatory compliance, and operational disruptions.

BUILDING TRUST REQUIRES PRESERVING UNIFIED BRANDING AND MESSAGING ACROSS ALL PLATFORMS

PARVEEN KUMAR SHARMA, V.P. – INFORMATION TECHNOLOGY, MIGSUN GROUP

TRAVERSING THE DIGITAL FRONTIER

To leverage technology has become critical to the success in keeping a company competitive and driving growth. Our focus would be on how we can get our organization to embrace technologies and data that hold extraordinary potential for delivering a differentiated customer experience. For 2024-25 our organisation focus would be on

- ◆ Usage of data analytics tools for better management decisions
- ◆ Usage of AI (wherever possible) to enhance the efficiency of the employee.
- ◆ To Improve the IT security posture. Implementation of ZERO Trust framework.

INFUSING TRUST IN A DIGITAL REALM

Whether it is through advertising, social media or customer support, maintaining consistent messaging and branding across all channels builds trust and reinforces the brand identity. Omni channel marketing shares data between interaction channels, like email and live chat, social Media to improve Customer experience. Key benefits include enhanced personalization and customer loyalty. Consumers use a plethora of digital channels to interact with our organisation. We are using Digital channels such as Social Media, Emails, WhatsApp, BOT, Website, Digital campaign etc. to interact with our customers and prospects.

DRIVING GROWTH IN THE AGE OF INNOVATION

Innovation is central to CXO leadership as it drives competitiveness and growth. In fact, with the improved understanding of CXO about technologies, it is relatively easy to get the buy-in to implement any new solution needed as part of the digital transformation journey of the organisation. Our organisation by adopting new technological innovations like AI and Data analytics help the business in its growth.

PIONEERING THE FUTURE

Keeping in view the rapid advancement in the technology following are the trends that would have significant influence in the data management and analytics:

- ◆ Increased Adoption of Artificial Intelligence and Machine Learning.
- ◆ The Rise of Edge Analytics.
- ◆ Enhanced Visualization Tools for Data Interpretation.
- ◆ Shift towards Cloud-Based Analytics Solutions.
- ◆ Growing Importance of Data Governance and Ethics.

BALANCING COMPLIANCE AND INNOVATION

- ◆ We make sure that our Policies and Procedures are in place.
- ◆ We learn and train employees on how to Properly Manage Sensitive Data.
- ◆ With proper review and discussion we decide on which Security Tools to be implemented.
- ◆ We prepare our employees on how to respond to a Data Breach.
- ◆ We ensure that our Compliance Mandates are fulfilled.





ARTIFICIAL INTELLIGENCE CHANGING CYBERSECURITY THROUGH UNUSUAL DATA EXAMINATION, THREAT FORECASTING, AND COMPUTERISED REACTION

MUKUL GUPTA, DIRECTOR-GRC, ESG AND EXCELLENCE, NAGARRO

PIONEERING THE FUTURE

Artificial Intelligence (AI) is causing a quick and deep change in the field of defense, presenting an array of new possibilities as well as substantial hurdles. Although AI has the ability to improve security measures, its integration also brings unique risks.

AI'S POTENTIAL BENEFITS FOR CYBERSECURITY

Anomalous dataset analysis, prediction of possible attacks, and automation of threat discovery and reaction are all parts of cybersecurity that are being changed by AI-powered tools. The ability of Machine Learning (ML) systems to learn and change continuously improves their ability to identify new threats. 69% of companies, according to a Capgemini study report, think AI is important for reacting to breaches.

In addition to studying user behavior trends to spot questionable activity, AI-powered systems may be able to avoid insider risks. 62% of organizations, according to a study by the Ponemon Institute, have faced insider threats in the past year; this shows the criticality of AI in spotting such threats.

THE DARK SIDE OF AI IN CYBERSECURITY

In defense, AI is a double-edged tool despite its promise. Adversaries are increasingly leveraging AI to build complex software, escape discovery, and launch focused attacks. A study by Check Point Research in April 2024 showed an 8% rise in global weekly intrusions during the first quarter, with AI playing a major role in the growing complexity of these attacks.

Additionally, the complexity of AI programs can make it challenging to understand their decision-making processes, blocking openness and responsibility. This lack of explainability can raise worries about the social effects of AI-driven security choices.

THE CLOUD AND AI: A COMPLEX RELATIONSHIP

Cloud software has become pervasive, giving scale and freedom. However, combining AI with cloud settings raises unique security issues. According to the 2024 Verizon Data Breach Investigations Report, misconfigurations in cloud settings were responsible for 13% of data attacks in the past year.

GENERATIVE AI: A NEW FRONTIER IN CYBERSECURITY

Generative AI, like GPT models, has shown amazing skills in natural language analysis and content creation. However, its possible misuse in hacking is a rising worry. In April 2024, researchers at OpenAI showed how GPT-3 could be used to create fake emails that were indistinguishable from real ones, showing the potential for nefarious use of this technology.

EMERGING TRENDS ARE POISED TO INFLUENCE DATA MANAGEMENT AND ANALYTICS IN THE FORESEEABLE FUTURE

PRAMOD KUMAR MOHAPATRA, GENERAL MANAGER (IT & CISO), NATIONAL HIGHWAYS AUTHORITY OF INDIA



TRAVERSING THE DIGITAL FRONTIER

For the fiscal year 2024-25, focus on several key priorities to drive innovation in the highway sector are: (i) Enhancing Road Safety - advanced AI and ML algorithms for accident prediction and prevention (ii) IoT-enabled smart sensors - Real time monitoring of traffic flow, road conditions, (iii) Infrastructure Modernization - GPS based toll collection systems, Conducting extensive maintenance and repairs using predictive analytics (iv) Sustainability Initiatives- the use of eco-friendly materials such as fly ash and Integrating renewable energy sources, such as solar-powered lighting and charging stations for electric vehicles (EVs) (v) Implementing intelligent traffic management systems to reduce congestion and improve flow. (vi) Utilizing geospatial analytics for better route planning and incident management, (vii) Data Integration and Analytics (viii) Enhanced User Experience- Implementing user-centric technologies (ix) Strengthening cyber security measures (x) Investing in research and development (xi) Ensuring adherence to industry regulations and standards (xii) Investing in training programs to upskill the workforce in emerging technologies and data analytics.

DRIVING GROWTH IN THE AGE OF INNOVATION

To drive business growth in the dynamic environment of the highway sector, our focus on several key strategies that align with the evolving skillsets of CXOs: (i) Embracing Digital Transformation (ii) Data-Driven Decision Making (iii) Promoting Innovation and Agility (iv) Strategic Partnerships and Collaborations (v) Enhancing Customer Experience (CX) (vi) Focus on Sustainability and CSR (vii) Strengthening Cybersecurity and Risk Management (viii) Operational Excellence and Efficiency (ix) Adapting to Market Dynamics.

PIONEERING THE FUTURE

Emerging trends in technology are poised to significantly influence data management and analytics in the foreseeable future. In the highway sector, emerging technologies and trends significantly influencing data management and analytics include: (i) IoT and Smart Sensors (ii) AI and Machine Learning - (iii) Big Data Analytics (iv) Edge Computing (v) Geospatial Analytics and GIS (vi) Blockchain Technology (vii) Cloud Computing (viii) Drone Technology (ix) Smart Traffic Management Systems.

BALANCING COMPLIANCE AND INNOVATION

Balancing compliance requirements with operational efficiency and innovation in the highway sector, where data privacy and security are paramount, involves several strategic actions: (i) Integrated Compliance Management (ii) Automation and Technology (iii) Secure Data Collection and Processing (iv) Privacy by Design (v) Robust Data Governance (vi) Employee Training and Awareness (vii) Regular Audits and Risk Assessments (viii) Collaboration Across Teams (ix) Data Minimization and Retention (x) Innovative Security Solutions (xi) Vendor and Third-Party Management (xii) Transparent Policies and Communication (xiii) Adaptive Policies.



DEVELOPING TRUST IN THE DIGITAL AGE BY PRIORITIZING CYBERSECURITY AND DATA PRIVACY

HARMIT SINGH MALHOTRA, CHIEF TECHNOLOGY OFFICER, NDTV-PROFIT

TRAVERSING THE DIGITAL FRONTIER

For the fiscal year 2024-25, Media Tech's priorities include advancing digital transformation through AI and cloud infrastructure, enhancing audience experience with personalized and interactive content, and strengthening cybersecurity and data privacy measures. We are committed to sustainable practices, fostering innovation through R&D, and expanding globally with localized content strategies. Additionally, we will focus on talent development and diversity to maintain our competitive edge.

INFUSING TRUST IN A DIGITAL REALM

In a digital-first landscape where personalized experiences reign supreme, Media Companies cultivate customer trust by prioritizing data privacy and transparency, ensuring customers know how their data is used and protected. We leverage advanced analytics and AI to deliver personalized content seamlessly across all digital platforms, maintaining consistent and engaging interactions.

Our robust cybersecurity measures safeguard user data against threats, while our responsive, multi-channel customer support ensures prompt issue resolution. Additionally, we continuously gather and act on customer feedback to adapt and enhance our services, meeting evolving expectations and reinforcing trust.

DRIVING GROWTH IN THE AGE OF INNOVATION

Media Companies drive business growth in a rapidly evolving technological landscape by offering continuous learning programs to stay ahead with the latest skills. We invest in R&D to introduce cutting-edge solutions and leverage strategic partnerships with tech innovators. Utilizing advanced analytics, we provide data-driven insights for informed decision-making.

Our agile methodologies enable quick adaptation to market changes, while a customer-centric approach enhances loyalty and trust, fueling sustained growth.

PIONEERING THE FUTURE

Emerging trends significantly influencing data management and analytics include AI and machine learning for advanced insights and real-time decision-making, and edge computing for reduced latency and faster analytics. Blockchain will enhance data security and integrity, while stricter data privacy regulations will drive sophisticated compliance solutions. Augmented analytics will democratize data access, and the proliferation of IoT devices will necessitate more efficient data storage and processing capabilities.

BALANCING COMPLIANCE AND INNOVATION

In an era where data privacy and security are paramount, Media Companies IT balances compliance with operational efficiency and innovation by integrating compliance into operational processes and utilizing advanced security technologies like encryption and blockchain. Continuous monitoring and regular employee training ensure adherence to standards without hindering innovation. Additionally, we collaborate with regulatory bodies to stay ahead of compliance trends, fostering a secure and efficient environment for innovation.

TRANSPARENCY, ROBUST SECURITY MEASURES & COMMUNICATION FOSTER GROWTH

ASHISH GUPTA, CIO AND CISO, NEC CORPORATION INDIA PVT. LTD.

TRAVERSING THE DIGITAL FRONTIER

In the digital era, NEC prioritizes personalized customer experiences to cultivate trust. By leveraging advanced data analytics, we tailor interactions across various channels, including web applications and social media. Our seamless omnichannel integration ensures consistent information and support, regardless of how customers choose to engage with us. For instance, a customer can resolve their issue by simply emailing our 'Operation Distribution List,' which automatically generates a related ticket, assigns an engineer, and provides a prompt solution to the customer's query.



At NEC, we build trust through transparent data practices, robust security measures, and regular communication. We actively seek customer feedback through surveys, social media, and direct interactions. This feedback is crucial for our continuous improvement efforts. By listening to our customers and making iterative enhancements based on their input, we ensure that our offerings evolve in line with their expectations. Our in-house feedback applications facilitate this process.

At NEC, we believe our employees are our greatest asset. We invest in their skill development, which is reflected in our success.

DRIVING GROWTH IN THE AGE OF INNOVATION

In today's rapidly evolving technological landscape, NEC continuously adapts and innovates to drive business growth. By adopting cutting-edge technologies, we empower connections and foster progress globally, from satellites to submarines. Our commitment to technology inspires and transforms, shaping a brighter, more connected future.

Our strategic use of analytics enhances operational efficiency and informed decision-making. For instance, continuous improvisation of vendor management platforms has streamlined our vendor-customer relationships. Customer experience is at the core of our growth strategy, exemplified by our global ERP system investment, which has reduced response times and boosted customer satisfaction.

We measure success through KPIs like customer satisfaction, revenue growth, and ROI. Continuous feedback loops ensure our strategies align with market needs, driving ongoing improvement and sustained growth.



ADVANCING BUSINESS THROUGH CUTTING-EDGE AUTOMATION TO IMPROVE PRODUCTION

CHITRANSHAN KESARI, HEAD OF INFORMATION TECHNOLOGY AND INFORMATION SECURITY, N R AGARWAL INDUSTRIES LTD.

TRAVERSING THE DIGITAL FRONTIER

Our focus is complete automation, and I am working on some of the world's best automation projects for our business. This is going to increase accuracy in production and improve the quality of our business. Not only that, profit and manufacturing speed are also going to increase. We have integrated Papyrus, Barsol with SAP HANA. Feel proud that IT is helping businesses to grow fast and reduce wastage. Additionally, we are exploring AI-driven development to further enhance our automation processes and optimize operational efficiency.

INFUSING TRUST IN A DIGITAL REALM

Our order-to-make processes in HANA help us build a reliable relationship with our dealers in the paper and packaging industry. On top of this, automation increases accuracy in our business processes. Also, we have reduced lots of wastage and quality checks are improved drastically. Each and every step of our quality checks is stringent through technology, and IT is helping in this. With the integration of blockchain innovations, we are further ensuring transparency and trust in our transactions.

DRIVING GROWTH IN THE AGE OF INNOVATION

Though I am self-motivated and invested lots to increase my knowledge of digital technology and security for our business, our company has given us the freedom to enhance our knowledge and invest in our business. Also, AI is helping to gear up our knowledge. We are leveraging AI and ML to predict market trends and make data-driven decisions, keeping us ahead in the competitive landscape.

PIONEERING THE FUTURE

In my next project, I am focusing on data management and creating a management dashboard for our company that allows us to access all information at once. Our excellent BI projects with analytics play an important role, and management is happy to see the management dashboard. Our core focus is the management dashboard. We are also exploring the potential of quantum computing to further accelerate data processing and enhance the capabilities of our BI systems.

BALANCING COMPLIANCE AND INNOVATION

Security is of great importance to all businesses, and we are putting in a lot of effort to secure all areas at a cost-effective level. I recently obtained my CISM certification from ISACA. BI and the management dashboard help our management to see our business performance comprehensively. To further strengthen our security posture, we are integrating advanced cybersecurity measures tailored for AI and ML environments, ensuring compliance with stringent data protection regulations while fostering innovation.

SCALING INNOVATIONS ACROSS THE ORGANIZATION FOR WIDESPREAD BENEFITS

POOJA CHATRATH, CHIEF INFORMATION OFFICER, ONQUEST LABORATORIES LTD.

TRAVERSING THE DIGITAL FRONTIER

Some key priorities which we as an organization have identified for the fiscal year 2024-25 are:

- A. Improve process efficiency** to free up resources for innovation and analytics: By streamlining our existing processes, we have decided to free up resources that can be reinvested in innovation.
- B. Develop an innovation strategy with measurable goals:** As there are lots of projects going on we have planned that we would work on principle where 'Don't just innovate for the sake of innovating'.
- C. Implement a system for capturing and evaluating new ideas:** Make the process easy for employees to submit new ideas and then have a process in place for evaluating those ideas.
- D. Scale successful innovations across the organization:** Develop a plan for scaling the innovation across the organization so that everyone can benefit from it instead of a specific department or group of employees.



INFUSING TRUST IN A DIGITAL REALM

Building trust in a digital-first world with ever-evolving omnichannel expectations requires organizations to prioritize several key areas:

1. Transparency and Data Privacy:

- ◆ One must be upfront about data collection practices and explain to customers how their data will be used.
- ◆ Provide strong data privacy controls.
- ◆ Prioritize data security, implementing robust security measures to protect customer data from breaches.

2. Consistency Across Channels:

- ◆ Ensuring consistent brand messaging and experience across all our touch points – website, social media, mobile app, CRM.
- ◆ Offering seamless data flow between channels so that end customers shouldn't have to repeat information they've already provided.
- ◆ Empower staff with a holistic customer view. Employees can access relevant customer information regardless of the channel they use based on access controls.

3. Personalized Interactions with a Human Touch:

- ◆ Leverage data to personalize interactions is carried out i.e. recommendation of relevant services/tests based on past purchases and browsing behaviour.
- ◆ We have multiple channels for customer support like phone support, email, WhatsApp and social media for inquiries.

4. Proactive Communication and Building Relationships:

- ◆ Regular communication of updates, promotions, and relevant information is done through preferred channels.
- ◆ We actively seek customer feedback through surveys, reviews, and social media interactions and use this feedback internally to improve our offerings and address pain points.



IN ORDER TO GUARANTEE PROMPT RESPONSE TIME IT IS NECESSARY TO INCREASE EXPERTISE IN SECURITY IN BUSINESS OPERATIONS

DINESH O BAREJA, CYBERSECURITY GRC SPECIALIST, OPEN SECURITY ALLIANCE LLP

TRAVERSING THE DIGITAL FRONTIER

The goal should be to stay aligned with and to embrace technology innovations. In the coming year we are looking at the enablement of

◆ **Operational Automation in Processes:** The use of advanced technologies such as AI, ML, and robotics to streamline and automate repetitive and manual tasks within business operations, leading to increased efficiency, reduced errors, and cost savings.

◆ **Customer Communication and Experience:** Enhancing interactions with customers through the use of digital tools like chatbots, personalized marketing, and CRM systems to provide responsive, tailored, and seamless experiences across various touchpoints, ultimately boosting customer satisfaction and loyalty.

◆ **Internal HR Processes for Functional Upskilling:** Implementing programs and platforms for continuous learning and professional development within the organization to ensure employees acquire new skills and knowledge, keeping pace with industry changes and improving overall organizational competence and performance.

INFUSING TRUST IN A DIGITAL REALM

Through demonstrated assurance for continuity and resilience of services and availability. Our strategy is to build upon our skills and knowledge of security in business operations and to ensure quick response times and that automated responses are also challenge-aware.

DRIVING GROWTH IN THE AGE OF INNOVATION

The CXO stays ahead with the technology curve to make sure that the organization benefits from the new outcomes. The business has to be able to see ahead and respond faster than the competition.

PIONEERING THE FUTURE

Privacy and protection of IP are emerging areas of compliance which will influence the domain of data management and analytics. Both require the processor to ensure the confidentiality, integrity, and availability to be protected along with a number of other controls for transparency with the data subjects.

BALANCING COMPLIANCE AND INNOVATION

Compliance can be legal, regulatory or as part of commercial agreements. We believe that the mindset should be to consider regulatory / legal compliance requirements as business enablers (not as overheads) and to include them in the operational processes. Commercial compliance requirements are business requirements so they are, in any case, a necessity.

TO FULFIL CHANGING CUSTOMER EXPECTATIONS, ORGANISATIONS SHOULD MAKE INVESTMENTS IN KEY COMPETENCIES

ARVIND KUMAR, AVP-IT, PATHKIND LABS

TRAVERSING THE DIGITAL FRONTIER

For the fiscal year 2024-25, there are several key priorities to drive growth and development few of them highlighted here:

1. **Sustainable Growth:** Organizations aim to achieve sustainable and robust economic growth by implementing strategic initiatives and fostering innovation
2. Cyber security and Data safety
3. Continuous improvement in customer experience.
4. Data driven business decision via data lake and AI analytics.

INFUSING TRUST IN A DIGITAL REALM

Organizations face the challenge of cultivating customer trust in an era of seamless omnichannel interactions. Here are some strategies they can employ:

1. **Security and Compliance:** Organizations must prioritize cybersecurity and adhere to privacy regulations. Balancing investments between digital growth and security is crucial. Customers expect their personal data to be protected
2. **Technology and Data Integration:** Legacy systems and data silos hinder a single view of the customer across channels. Solid information governance practices helps achieve regulatory compliance and support targeted analytics while respecting privacy obligations
3. **Monitoring and Automation:** Leveraging new applications, data, and automation to monitor transaction activity and by ensuring quality transactions you can enhance customer trust.
4. **Customer-Centric Capabilities:** Organizations should invest in core capabilities to meet evolving customer expectations. These capabilities address challenges related to omnichannel interactions and trust.

DRIVING GROWTH IN THE AGE OF INNOVATION

In today's ever-evolving business landscape, organizations play a pivotal role in driving growth amidst technological advancements and shifting CXO skillsets

1. **Agile Adaptation:** Organizations must swiftly adapt to technological changes. This involves staying informed about emerging trends, evaluating their impact, and adjusting strategies accordingly. By embracing agility, organizations can seize opportunities and mitigate risks.
2. **Digital Transformation:** Organizations invest in digitalization across functions. This includes automating processes, adopting cloud solutions, and leveraging data analytics. A robust digital infrastructure enhances efficiency, customer experience, and decision-making.
3. **Talent Development:** Organizations prioritize upskilling and reskilling programs for employees. CXOs need to understand not only technology but also its implications for business models, customer behavior, and industry dynamics. A skilled workforce drives innovation and competitiveness.
4. **Customer-Centricity:** Organizations focus on customer-centric strategies. CXOs collaborate to enhance customer experiences across channels. Understanding customer journeys, personalization, and feedback loops are critical for sustained growth.
5. **Collaboration and Ecosystems:** Organizations foster collaboration with partners, startups, and industry peers. CXOs engage in ecosystems that drive innovation, co-create solutions, and expand market reach.





IMPLEMENTING ADVANCED TECHNOLOGIES AND DIGITAL TRANSFORMATION TO PROTECT DATA

TEJAS SHAH, INFORMATION TECHNOLOGY, PRINCE PIPES AND FITTINGS LTD.

TRAVERSING THE DIGITAL FRONTIER

As a part of this year's key priorities for most of the organization are as follows:

- ◆ Digital Transformation of various processes.
- ◆ Implement advanced technologies like AI and to enhance operational efficiency of various departments.
- ◆ POC and many product evaluation and use cases are in progress to know the capabilities of AI and its related functions.
- ◆ Upgrade IT infrastructure to ensure near zero downtime
- ◆ Improve cybersecurity measures by various solutions and products.
- ◆ Enhance and explore digital channels to provide better customer experiences and streamline internal processes.

INFUSING TRUST IN A DIGITAL REALM

Various initiatives have been taken to ensure seamless experience to end customers. Steps wise approach is being taken at this stage for interaction and then gradually will be taken with various new developments as per the request from our internal business users.

DRIVING GROWTH IN THE AGE OF INNOVATION

- ◆ Keep exploring for implementing digital tools and platforms to streamline operations and enhance productivity
- ◆ Develop and Utilize data analytics to gain insights into trends
- ◆ Automating processes to reduce costs and improve efficiency, allowing us to scale more rapidly

PIONEERING THE FUTURE

We are currently already using a Data analytical tool to create various dashboards and reports for various business users to carry out decisions.

BALANCING COMPLIANCE AND INNOVATION

- ◆ Explore advanced security technologies, including AI-powered threat detection, data integrity, and multi-factor authentication, to safeguard data.
- ◆ Look out for continuous monitoring and automated security measures to quickly identify and mitigate potential threats without disrupting operations.
- ◆ Plan for Security awareness sessions where employees are encouraged to report potential security issues and understand the importance of protecting data and cyber security.

TECHNOLOGY HAS MADE THE GLOBAL BOUNDARIES MORE ACCESSIBLE

AMIT KAPOOR, GROUP HEAD IT/APPLICATION, PRISTINE GROUP

TRAVERSING THE DIGITAL FRONTIER

Our organization has identified several key priorities to drive innovation and business growth:

Enhanced Productivity and Efficiency: We leverage sophisticated automation tools and software to optimize operational efficiencies. For instance, our Customer Relationship Management (CRM) systems automate customer interactions and data management processes, allowing our sales teams to focus on strategic planning and deeper client relationships.

Global Reach and Accessibility: Technology has democratized access to global markets, enabling us to engage with customers beyond traditional geographic limits.

Improved Communication and Collaboration: Barriers have been broken down, fostering collaboration and innovation at an unprecedented pace.

Data-Driven Decision Making: We harness data analytics to tailor our strategies with precision.

Innovation in Products and Services: We invest in research and development to stay competitive and meet evolving customer needs.



INFUSING TRUST IN A DIGITAL REALM

We prioritize personalized experiences by understanding individual preferences through data analytics.

Transparency: Clear communication about data usage and protection builds trust.

Consistent Omnichannel Interactions: We ensure seamless experiences across channels, reinforcing trust.

DRIVING GROWTH IN THE AGE OF INNOVATION

Our organization fosters a culture of innovation. We reward experimentation and create a sense of safety around failure.

Employee Upskilling: We invest in developing CXO skillsets to adapt to changing technology trends.

PIONEERING THE FUTURE

We foresee trends such as AI-driven analytics, edge computing, and quantum computing significantly influencing data management. These technologies enhance insights and decision-making.

BALANCING COMPLIANCE AND INNOVATION

We adhere to compliance requirements (such as GDPR or CCPA) while ensuring operational efficiency.

Privacy by Design: We embed privacy considerations into our processes from the outset.



THE PRIMARY GOAL SHOULD BE TO EXPEDITE THE CREATION OF NEW ITEMS UTILIZING STATE-OF-THE-ART TECHNOLOGIES

VIVEKANANDA NASKAR, DIRECTOR – IT, PROTEGRITY

TRAVERSING THE DIGITAL FRONTIER

Strengthening the collaboration with the CXO level can bring enormous value to us. Identifying areas where AI implementation can increase efficiency and a much simpler but more effective customer onboarding experience also needs to be a priority for us. Adopting sustainable practices and green technologies to be used as much as possible to reduce our carbon footprint and work towards a broader cause for mankind.

INFUSING TRUST IN A DIGITAL REALM

The objective should be to empower the customers more through the products that they use. At the same time enhance the level of expertise both at the provider end and the customer end so that both of them become successful together. Accelerating the development of new products that use cutting-edge technologies to meet evolving market demands should be our top most priority. We should always remember to value our customers' time and effort by streamlining overall processes and making interactions as efficient as possible.

DRIVING GROWTH IN THE AGE OF INNOVATION

Training should be an integral part of a company's culture at all levels. It ensures, we are equipped with the latest technology knowledge and at the same time we become highly capable of handling the changes in the market situation effectively. Upskilling and reskilling of the workforce is a need of the hour to make everyone in the organization ready for the emerging technology challenges.

PIONEERING THE FUTURE

Data Management is the foundation of Digital Transformation. Hence data management is one of the primary drivers for any organization's transformation and success. Since AI and LLM capability is built on a huge amount of useful data, these two areas will continue to influence the data management space. At the same time implementing Data Anti-Gravity is also very important. Here we are required to focus more on making data easily & securely accessible and lightweight, ensuring minimal data movement and keeping data analytics closer to the data source. Most enterprises need to learn how to adopt and leverage GenAI methodologies. The users of GenAI should be trained for better prompt engineering so that the result produced by the GenAI engine is more accurate, acceptable, and useful.

BALANCING COMPLIANCE AND INNOVATION

The straightforward relation between Security & Usability is inversely proportional. If you secure something more, it becomes less usable. As a data security advisor, we must take a balanced approach towards data privacy & security. In addition to the data security tools, enhancing human awareness and making them practice it continuously is the key to safeguarding the data. Regular audits and privacy impact assessments are the key exercises to find the risks and mitigate them proactively. At the same time, we need to work in tandem with the various regulatory bodies to ensure we are knowledgeable about the latest standards and requirements.

LEVERAGING DATA-DRIVEN INSIGHTS AND UNIFIED MESSAGING TO CREATE A SMOOTH, PERSONALIZED EXPERIENCE ACROSS ALL TOUCH POINTS

SHIKHA SHARMA, SR. MANAGER & HEAD (IT), PSRI HOSPITAL

INFUSING TRUST IN A DIGITAL REALM

To cultivate patient trust in a digital-first world:

Transparency and Honesty, clear communication, acknowledging issues and letting Patients know how the institute is working to resolve them. Show the human side of our brand. Let customers connect with the real people behind the technology.

- ◆ Implementing strong security measures to safeguard patient information
- ◆ Give patients control over their data and privacy settings.
- ◆ Seamless Omnichannel Experience
- ◆ Building Relationships

Ensure a unified message and tone across all touchpoints, from website to social media to in-person interactions, patient information flows smoothly, allowing for a personalized experience regardless of channel. Use data to personalize experiences without being intrusive, but make sure it adds value.

DRIVING GROWTH IN THE AGE OF INNOVATION

Through access to vast information and data analysis, we can identify trends and potential disruptions early on. We can then provide CXOs with insights and reports that help them stay ahead of the curve and make informed decisions about future technologies and their impact on the business. We can process vast amounts of data to generate various scenarios and analyse potential outcomes. This empowers CXOs to make data-relative decisions and develop effective growth strategies in a complex and uncertain environment. Large language models can brainstorm new ideas, identify knowledge gaps, and help refine existing concepts. This can be an asset for CXOs seeking to foster innovation within their organizations and develop new products or services that meet evolving customer needs.

PIONEERING THE FUTURE

Hospitals are in a sea of data, and new technologies are emerging to help them manage and analyse it more effectively. AI and Machine Learning (AI/ML) These powerful tools are already being used to analyse medical images for early disease detection, predict patient outcomes, and personalize treatment plans. As AI/ML gets more sophisticated, we can expect even more innovative applications, like automating tasks currently done by hand and generating real-time insights to support clinical decision-making. Integration of Wearable Technology DatalikeFitness trackers, smartwatches, and other wearables are collecting a wealth of data on patients' activity levels, sleep patterns, and even heart health. Integrating this data with traditional medical records can provide a more holistic view of a patient's health and enable better management of chronic conditions.





THE RISE OF DATA FABRIC ARCHITECTURE AND ADVANCES IN PRIVACY-ENHANCING TECHNOLOGIES

GAURAV K RANADE, CHIEF TECHNOLOGY OFFICER, RAH INFOTECH PVT. LTD.

TRAVERSING THE DIGITAL FRONTIER

In the fiscal year 2024-25, RAH Infotech is poised to harness technological advancements to foster innovation and business growth. Our strategic priorities are anchored in expanding our cybersecurity and cloud solutions, optimizing customer engagement, and driving operational excellence, all while championing sustainability. Cybersecurity Expansion is paramount as we enhance our offerings with advanced threat detection and response capabilities to address the evolving landscape of digital threats. Concurrently, our focus on Cloud Services Growth involves providing scalable, secure cloud solutions that support our clients' digital transformation journeys. Embracing Innovative Technologies, we will integrate AI, machine learning, IoT, and edge computing into our product suite, empowering clients with intelligent, real-time data processing and automation.

INFUSING TRUST IN A DIGITAL REALM

In today's digital-first landscape, where personalized experiences and seamless omnichannel interactions are essential, RAH Infotech remains steadfast in cultivating customer trust by aligning our strategies with evolving expectations and technological advancements. Our approach is multifaceted, focusing on personalized service delivery, robust security measures, and transparent communication. We recognize that each client's needs are unique, and thus, we tailor our solutions to meet specific business requirements, ensuring that our offerings are not just products but integral components of their digital ecosystems. Our comprehensive portfolio includes advanced cybersecurity solutions that safeguard against ever-evolving threats, giving clients peace of mind in an increasingly interconnected world. By leveraging cutting-edge technologies such as AI and machine learning, we enhance our ability to provide real-time, personalized insights and responses, ensuring our clients receive timely and relevant support.

PIONEERING THE FUTURE

As technology rapidly advances, several emerging trends are poised to significantly influence the landscape of data management and analytics. Artificial Intelligence (AI) and Machine Learning (ML) are leading this transformation by automating data processing and enabling predictive analytics, allowing organizations to derive deeper insights and make data-driven decisions in real-time. Edge Computing is gaining traction, decentralizing data storage and processing closer to the source of data generation, which enhances speed and reduces latency in analytics. Cloud-native Data Solutions continue to evolve, providing scalable and flexible infrastructure that supports seamless data integration and access across diverse environments. Data Fabric Architecture is emerging as a key framework, facilitating unified and intelligent data management across hybrid and multi-cloud landscapes, simplifying data accessibility and governance. Data Privacy and Security are increasingly critical, with advancements in privacy-enhancing technologies (PETs) like homomorphic encryption and differential privacy, ensuring secure and compliant data usage.

ESTABLISHING CREDIBILITY AND PROMOTING DEVELOPMENT THROUGH THE PATIENT-CENTRIC INNOVATION

J. P. DWIVEDI, CHIEF INFORMATION OFFICER, RAJIV GANDHI CANCER INSTITUTE & RESEARCH CENTRE, ROHINI

INFUSING TRUST IN A DIGITAL REALM

Trust comes with consistent and predictable experience in each and every interaction between the patient and hospital. We have focused on strengthening and minimizing integration points between different technology platforms.

We have consolidated the platforms to make sure a single version of truth is maintained and data integrity is protected all the time. We are not very aggressive on creating new communication channels but we ensure with full efforts that each channel and each feature in the channel is well tested before release and thereafter every upgrade. It is important to acknowledge that nobody is perfect. It is a journey of constant improvement and we take feedback from the patients, doctors, employees and everyone very seriously and positively.

Management has constituted a patient advisory council composed of many patients and their relatives who have taken or are taking treatment and are willing to volunteer time and effort to improve the experience of other patients. They are from different parts of society and they formally meet at least once in a quarter. This meeting is attended by our CEO along with his direct reports. Management receives, compiles and tracks fulfilment of the inputs coming from this committee.

DRIVING GROWTH IN THE AGE OF INNOVATION

It is an established fact that IT is no longer a supporting department. We are a dynamic organization where cross-functional teams are working on Digital Transformation and IT is at the centre of it. We have carefully crafted 6 themes of focus over next 3 years – Patient Safety, Clinical Outcome, Patient Experience, Clinician Experience, Cost Reduction and Information Security.

PIONEERING THE FUTURE

IT Infrastructure management is the key in acquisition, storage, processing and retrieval of the data. The amount of data being captured and processed is of a volume and size that was not imaginable even 5 years back.

Cloud technologies, data communication systems and cybersecurity are the key elements to progress on the journey of digital transformation. Fortunately, the ecosystem is being built around all these elements and even small and medium organizations are able to take up research- and technology-intensive programs.





AI TRANSFORMING THE MANUFACTURING SECTOR & REVOLUTIONIZING CUSTOMER SATISFACTION

SUJOY BRAHMACHARI, CIO AND CISO, ROSMERTA TECHNOLOGIES LTD

PIONEERING THE FUTURE

AI is among one of the fastest-growing technologies that has changed the way people think. From benefiting the healthcare industry to drug discovery to tourism and personal writing guides like ChatGPT, AI has taken over the human life we could have imagined.

With their increasing use, they are part of our daily life. From calling Siri to connect a call to Alexa to play our favorite songs to Google Home to manage our digital devices, AI has become part of human life. It's a great assistant when we need help acting as a rower; it has made life easier.

AI is present in 77% of the devices we use. The filters on Facebook and Instagram best illustrate this. And the usage of Generative AI tools like ChatGPT, which has over 100 million users and over 1.6 billion visits in June 2023.

AI applications are unending with benefits that have improved customer satisfaction, services, and behavioral forecasts. There was a time when calling your bank was a daunting task, a queue with an unending timeline, which ended up hanging up. However, AI infusion in the banking sector has revolutionized the customer satisfaction mantra altogether. Now, the assistant resolves your issue within a few minutes without the intervention of customer service executives, saving time and energy. In a report by Gartner, with AI, customer satisfaction has increased by 25% in AI organizations.

AI in technical terms:

AI is a branch of Computer Science and a technique that allows machines to replicate human behavior. With further repetition, artificial intelligence can grow more intelligent and self-aware by improving its capabilities and knowledge. AI enables machines to carry out intellectual tasks, including problem-solving, learning, planning, and reasoning. AI is the emulation of human intelligence by a machine, and it can potentially resolve significant issues in the real world.

But everything that exists has both a good side and a bad. In the case of AI, it also has both the sides. As AI was doing all the good things, the bad actors were also doing their stuff to extort and steal money from people and businesses. Like phishing attacks and cyber threats. In a recent incident in Delhi, cybercriminals were using AI tools in video calling, using victims' family members' voices and images to extort money, creating hypothetical accidental events. They also fake voices on calls using AI tools.

INVESTMENTS INTO AI IS TO MAXIMISE SCALABILITY, DECISION-MAKING, AND EFFICIENCY

PRAGNESH MISTRY, HEAD – INFORMATION TECHNOLOGY, RPG ENTERPRISES

TRAVERSING THE DIGITAL FRONTIER

In the forthcoming years, organizations are focusing on several key priorities to adapt and thrive in the evolving business landscape. Digital transformation stands out as a central goal, emphasizing the integration of technology to streamline operations and enhance customer experiences. Cybersecurity remains paramount, with efforts directed towards safeguarding data and infrastructure against evolving threats. Moreover, investments in AI, automation, and data analytics aim to optimize efficiency, decision-making, and scalability.

Embracing sustainability practices reflects a commitment to environmental goals and consumer expectations, while prioritizing employee well-being ensures a healthy and motivated workforce. Innovation and R&D efforts drive continuous growth and competitiveness. These priorities, tailored to each organization's context, underscore a dynamic approach to success in diverse industries.



INFUSING TRUST IN A DIGITAL REALM

In the digital landscape, organizations employ various strategies to foster customer trust. Transparent data practices, including robust privacy measures and compliance with regulations, establish accountability and respect for customer data. Personalized communication utilizes data analytics and AI to tailor experiences while respecting privacy boundaries. Consistent brand experiences across digital channels maintain trust and credibility. Responsive customer support options, coupled with security measures and trust signals, assure customers of their safety and satisfaction. Feedback mechanisms and community engagement demonstrate responsiveness and build relationships. By prioritizing transparency, personalization, security, responsiveness, and community engagement, organizations effectively cultivate customer trust in the digital realm.

DRIVING GROWTH IN THE AGE OF INNOVATION

In today's rapidly evolving technological landscape, organizations can drive business growth through several key strategies. Continuous learning initiatives fostered among employees ensure they remain skilled in emerging technologies and industry trends. Agile decision-making processes enable swift adaptation to changing market conditions and preferences. Strategic partnerships with tech vendors and startups provide access to cutting-edge expertise and innovations. Customer-centric innovation focuses on understanding and addressing customer needs, while data-driven insights inform strategic decisions.

Proactive risk management strategies ensure resilience against potential disruptions, and ethical innovation builds trust with stakeholders. By embracing these approaches, organizations can navigate technological changes effectively and achieve sustainable growth.



LEVERAGING AI & ANALYTICS TO REVOLUTIONIZE CUSTOMER SERVICE, SALES FORCE AUTOMATION, AND WORKFORCE PRODUCTIVITY

SOURAV DAS, GROUP CHIEF OF DIGITAL & IT, RUPA AND COMPANY LTD.

TRAVERSING THE DIGITAL FRONTIER

The company is on a transformation path, and there are several tracks presently on-going. Firstly, there is a tremendous focus on Workforce Productivity & Future of Work; Secondly, Analytics & AI is gaining increased traction; Business Process Reengineering leveraging ARS(Auto Replenishment) & Route-to-market; The Cloud journey continues and application modernization is another important piece in the transformation journey. Overall, the transformation journey is based on the three pillars around Human Capital, Business Analytics and Customer Centricity.

DRIVING GROWTH IN THE AGE OF INNOVATION

The business has an optimal mix of fashion, manufacturing & retail, with omni-channel & customer experience being key themes. The company has been innovating fashion for more than 50 years now, with some industry firsts like premium designs by maestro Rohit Bal, across segments of innerwear, outerwear, athleisure, premium wear, winter wear & footwear. In this dynamic environment, digital is playing a crucial role leveraging AI & Analytics, Customer Service & Sales Force Automation, as well as Workforce Productivity enhancement – all aimed towards positively impacting business growth.

PIONEERING THE FUTURE

Data is at the core of Digital Transformation, however just recognizing the potential of it or envisaging a use case is just the beginning, unless the data is put to effective business usage leveraging its full potential. In our business we see clearly few trends where data is or can be put to such effective use. Firstly predicting trends around customer preferences, matched on the backdrop of seasonality & promotions. This is same around the customer centricity, where the various styles and colours are preferred by various demographics & geographies. Similarly, synchronising the customer feedback across omni-channel & drawing meaningful insights that can help business drive NPS – these are just few of the many trends that are influencing data management & analytics.

BALANCING COMPLIANCE AND INNOVATION

While few people feel compliance requirements can slow down other technology leveraging initiatives, however, security & compliance is of utmost importance in today's AI world, and ensure there is a method to the madness in Digital Transformation journey. Security & Compliance forms the baseline, with clear standards, and those have to be mandatorily adhered. Be it in terms of people, process or technology, it is extremely critical that the optimal & adequate standards are set, as per the organization specific needs.

INFUSING TRUST IN A DIGITAL REALM

The omni-channel experience is pronounced by the General Trade practices integrating Primary, Secondary & Tertiary Sales, along with Modern Trade Practices around EBO, LFS, eComm portals & market places, apart from Exports, and even 10-min delivery apps. To give the customers a seamless experience, the backbone ERP integrates with the on-field applications, thus giving real-time stock availability as well as transferring loyalty points online while ordering.

GEN AI & IOT REVOLUTIONIZING HEALTHCARE INDUSTRY

DR. MAKARAND SAWANT, VICE PRESIDENT - INFORMATION TECHNOLOGY, SAHYADRI HOSPITALS

INFUSING TRUST IN A DIGITAL REALM

Leveraging our Health Management Information System (HMIS) with add-on applications and features for customers with seamless omnichannel experience and enhancing data security as per the new DPDPA will be our top priority.

Focus will be on enhancing Customer Experience and Operational Excellence. By integrating advanced encryption techniques and secure access protocols, we will ensure that patient data is protected from unauthorized access and breaches. Additionally, incorporating AI-driven analytics into our HMIS will provide personalized health insights and proactive care recommendations, thereby increasing trust and engagement among our customers.

DRIVING GROWTH IN THE AGE OF INNOVATION

Automation and use of the latest technologies with upskilling will help in driving business growth. Embracing AI and machine learning to automate routine tasks and analyze large datasets will enable us to identify trends and make informed decisions faster. Furthermore, investing in employee upskilling programs will ensure that our workforce remains adept at utilizing these new technologies, fostering a culture of continuous improvement and innovation. This strategic approach will not only streamline operations but also open up new avenues for revenue generation, positioning us as leaders in the competitive healthcare market.

PIONEERING THE FUTURE

GenAI and IoT-based solutions are the emerging trends in healthcare which are helping organizations adopt a customer-centric approach. By deploying IoT devices, we can monitor patient health in real-time, collect valuable data, and provide timely interventions. GenAI applications can assist in drug discovery, personalized treatment plans, and predictive analytics for disease outbreaks, thereby enhancing the overall quality of care. As we pioneer these advanced technologies, our commitment remains to put patients at the center of our efforts, ensuring that innovations translate to tangible benefits for those we serve.

BALANCING COMPLIANCE AND INNOVATION

Considering ISO 27001 and DPDPA requirements while implementing new solutions will help balance compliance requirements with the imperative for operational efficiency and innovation. Adhering to these standards ensures that our information security management systems are robust and capable of protecting sensitive data. The use of automation and AI will simplify manageability and sustainability in the long run. For instance, AI can automate compliance monitoring, detect anomalies, and generate compliance reports, reducing the burden on our staff and minimizing the risk of human error. This balanced approach will enable us to innovate responsibly, maintaining the highest standards of security and privacy while delivering cutting-edge solutions to our clients.





ANY TECHNOLOGY ADVANCEMENT SHOULD SUPPORT THE GROWTH OF BUSINESSES

BHOOPENDRA SOLANKI, CHIEF INFORMATION OFFICER, SAKRA WORLD HOSPITAL

INFUSING TRUST IN A DIGITAL REALM

This is a vast area with a huge scope to improve the experience of the patients or customers. In this we do time to enablement to give the best experience to our patients, like:

We have automate the OPD patients end to end like if patients takes the appointment with online payment, the day patients is visiting to the hospital, check-in option enables(Geofencing) within Sakra Mobile App & also there are Kiosks in each OPDs, patients can do the check-in via either Sakra Mobile App or Kiosks thereafter patients masked name start reflecting into Nursing Assessment Desk or doctor QMS based on the pre-defined

flow of patients – Doctor calls the patients via their computer, patients go to the doctor room & consult, Doctor feed the EMR & complete the consult. Immediate completion of the prescription, prescription triggered to patient's email ID, WhatsApp & start reflecting into the Sakra Patients App. So in this whole OPD patient's journey no manual intervention is there. Also, relevant prescribed info like medicine, diagnostics, investigations goes to the relevant coordinators for close coordination to help the patients in real time.

DRIVING GROWTH IN THE AGE OF INNOVATION

CIO of CXO role is not limited just to bring the latest technology into the organization beyond this, now CIO/CXO playing business leader role. Means, any technological enablement should be inline with business growth.

Post Pandemic, management decided to increase the reachability to remote areas & homecare with the help of various available technologies. Till now the approach in healthcare was **“patients to doctor or hospital”** now post covid we are changing it to **“doctor or hospital to patient's door steps”**.

Lean management is also one of the factors to provide affordable clinical care with the help of technology.

Sakra has its own Mobile App & Web portal to achieve the virtual consult or virtual care for some extent which allows patients to record or upload their documents/prescriptions into Sakra Patients App so once patients visit to the Sakra Hospital or its clinic doctor finds patients complete history which helps to understand the patients problem & precise can be carried out by the doctor.

Step down ICU is helping a lot in this in virtual care or homecare. This allows us to treat less critical patients, unable to walk or unable to reach hospital, at their home.

IT IS CRITICAL TO BUILD CONSUMER TRUST IN A WORLD WHERE DIGITAL IS KING

AJAY YADAV, HEAD –IT & E-COMMERCE, SBL LIMITED

TRAVERSING THE DIGITAL FRONTIER

Embracing digital technologies to enhance customer experience, streamline operations, and improve accessibility to Homoeopathy products and services which involved implementing telemedicine platforms to enable remote consultations between homeopathic practitioners and patients. This allows for convenient access to care, especially for patients in remote areas or those with mobility issues. Integrating virtual consultation tools with electronic health records (EHRs) ensures seamless communication and documentation.

INFUSING TRUST IN A DIGITAL REALM

In our leading homoeopathy company, we recognize the paramount importance of cultivating customer trust in a digital-first landscape where personalized experiences are paramount. To address evolving expectations for seamless omnichannel interactions, we employ a multi-faceted approach focused on the Tailored Personalization Consistent Brand Experience Transparent Communication Responsive Customer Support Continuous Improvement

DRIVING GROWTH IN THE AGE OF INNOVATION

In our organization, we recognize the rapid evolution of technology and the consequential shift in CXO skillsets as pivotal factors shaping the business landscape. To drive business growth in this dynamic environment, we contribute in the Embracing Innovation Investing in Talent Development Collaborating Across Functions Customer-Centric Approach Agile Decision-Making Strategic Partnerships and Ecosystem Collaboration:

PIONEERING THE FUTURE

- ◆ AI and Machine Learning
- ◆ Edge Computing
- ◆ Hybrid and Multi-Cloud Data Management
- ◆ IoT Data Management
- ◆ Natural Language Processing (NLP)

BALANCING COMPLIANCE AND INNOVATION

We maintain a comprehensive compliance framework that encompasses relevant regulations and standards related to data privacy and security, such as GDPR, CCPA, HIPAA, and ISO/IEC 27001. By staying abreast of evolving regulatory requirements, we ensure that our data management practices align with legal obligations and industry best practices. We adopt a risk-based approach to data privacy and security, conducting regular risk assessments to identify potential vulnerabilities and threats to our systems and data assets. By prioritizing risks based on their likelihood and potential impact, we allocate resources effectively to mitigate security risks and prioritize compliance efforts where they are most needed.





TRENDS AND PRIORITIES IN CLOUD ADOPTION AIDS TO CULTIVATE A 'RISK AWARE & SECURITY FIRST' CULTURE

DR. MEETALI SHARMA, DIRECTOR – RISK, COMPLIANCE & INFORMATION SECURITY, SDG CORPORATION

DRIVING GROWTH IN THE AGE OF INNOVATION

Almost all sectors including education, SME, healthcares as well as public sectors have moved towards cloud adoption in a big way. Digitization and cloud adoption has been seen majorly in finance and accounting, supply chain and logistics and IT management. With the increase in cloud adoption in the coming years as well, it will be a priority for CIOs/compliance leaders to secure application data and infrastructure within the cloud environment.

Integration of AI, Generative AI, ML, automation, data analytics and RPA has transformed the way business is performed in nearly every sector of the economy. Since it can analyse a huge volume of information and has the ability to automate entire processes or workflows, it will continue to be the trend to watch for in the coming years. Blockchain and bitcoins have seen a lot of traction since 2016 and will continue to dominate the IT economy in the coming years.

PIONEERING THE FUTURE

As we move towards 2024, a few things that the organizations would focus on would be – compliance to new versions of various standards released in the last few months like ISO 27001, NIST CSF, HIPAA, PCI-DSS to name a few. Organizations would also focus on ensuring continuous monitoring of security controls around cloud, AI, blockchain etc.

Besides Data Security, services like Compliance as a Service, Cybersecurity as a service, Third Party Risk Management as a Service and Business Continuity Management as a service, incident response management will see a lot of traction from the customers in the coming years and will be a key focus area for most of the organizations.

Some of the key technologies or trends to adopt this year would be - use of generative and responsible AI in day to day operations of the organization in a secure and efficient way, Cloud security, Data Security, Incident response handling, continuous controls monitoring, agile GRC implementation for unified risk visibility.

BALANCING COMPLIANCE AND INNOVATION

The role for a CISO has changed from that of an order-taker to an advisor to the Executive management giving them the right advice and driving the digital transformation within their Organizations. CISOs have to act as strategic partners to the top management and bring in innovative ways to handle compliances and customers (both internal and external).

FOSTERING SECURE ENVIRONMENT TO EXPLORE NEW TECHNOLOGIES AND DRIVE GROWTH

SAGAR KHARBANDA, FOUNDER & CISO, SECURE STRIKE

INFUSING TRUST IN A DIGITAL REALM

At Secure Strike, building trust is paramount. We cultivate it through a multi-pronged approach:

- ◆ **Customization:** We offer personalized training plans and service packages to address individual client needs and risk profiles.
- ◆ **Transparency:** We maintain open communication, keeping clients informed throughout the training or service process.
- ◆ **Accessibility:** We provide seamless omnichannel support through various communication options, including phone, email, and a secure online portal.
- ◆ **Results-driven approach:** We deliver measurable outcomes, demonstrating the value of our services in strengthening their cybersecurity posture.



DRIVING GROWTH IN THE AGE OF INNOVATION

Secure Strike empowers CXOs by:

- ◆ **Developing future-ready workforces:** We equip employees with the necessary cybersecurity skills to navigate the evolving threat landscape.
- ◆ **Providing strategic guidance:** We offer security consultations to help CXOs make informed decisions regarding cyber risk management.
- ◆ **Facilitating compliance:** Our services ensure compliance with industry regulations, protecting businesses from financial penalties and reputational damage.
- ◆ **Enabling innovation:** We foster a secure environment that allows businesses to confidently explore new technologies and drive growth.

PIONEERING THE FUTURE

We believe several trends will significantly impact data management and analytics. The rise of Big Data and Artificial Intelligence (AI) will allow for the analysis of vast datasets, leading to more sophisticated threat detection and deeper insights. The increasing use of cloud computing will necessitate robust security measures to ensure data privacy and regulatory compliance. The growing adoption of the Internet of Things (IoT) will generate massive amounts of data, requiring advanced analytics to extract valuable information while ensuring security.

BALANCING COMPLIANCE AND INNOVATION

Secure Strike strikes a balance through integrating security into the development lifecycle which ensures data privacy and security are embedded within systems from the very beginning. Implementing automated security solutions will automate vulnerability scanning and patch management streamlines operations while improving security posture. We prioritize security measures based on data sensitivity and potential threats, optimizing resource allocation. We proactively adapt our services to adhere to evolving data privacy and security regulations. By prioritizing these strategies, Secure Strike empowers businesses to leverage data for innovation while maintaining compliance and operational efficiency.



KEEPING UP WITH LEGAL CHANGES AND BOOSTING DATA SECURITY FOR DATA MANAGEMENT

DR. KARNNIKA A SETH, CYBERLAW EXPERT & FOUNDER, SETH ASSOCIATES

TRAVERSING THE DIGITAL FRONTIER

We focus on leveraging AI to conduct in-depth legal research for our client projects and render highly professional legal services to our clients. Enhancement of Information security and streamlining processes for greater efficiencies has been and will remain our focus this year too.

INFUSING TRUST IN A DIGITAL REALM

Customer trust is built over the years through high-quality services and meticulous attention to detail. Our dedication to delivering exceptional legal services ensures that our clients can rely on us to manage their most sensitive and complex issues. The deployment of new technological resources, coupled with robust security measures, further enhances confidence and builds client trust. By integrating advanced technology with rigorous security protocols, we not only protect our clients' data but also streamline our operations, providing more efficient and reliable services. This dual focus on excellence and security helps establish and maintain long-term, trust-based relationships with our clients.

DRIVING GROWTH IN THE AGE OF INNOVATION

It's a win-win for both our clients and the law firm. By building long-term partnerships, we drive business growth while preventing and advising on issues clients face within their organizations. This collaborative approach ensures that we not only address immediate legal concerns but also help clients navigate complex business challenges, fostering sustained success for all parties involved.

PIONEERING THE FUTURE

Data management will be significantly impacted by the evolving legal landscape in India, particularly with changes in data protection laws and criminal justice laws, including those governing the production and proof of electronic evidence in courts. The upcoming Digital India Act, 2023, will introduce specific provisions to regulate Artificial Intelligence, deep fakes, fake news, and other emerging issues. Additionally, the liability of intermediaries and service providers may also undergo a substantial overhaul. By staying ahead of these legal developments, we can better serve our clients, ensuring compliance and leveraging new regulations to their advantage.

BALANCING COMPLIANCE AND INNOVATION

Implementing a transparent and clear set of information security practices is crucial in this dynamic legal environment. Providing due notice of the use of CCTV and other tracking devices, and establishing clear internet use policies are essential steps to ensure compliance and build trust. Additionally, the use of data loss prevention software is a recommended practice to protect sensitive information. By adopting these measures, organizations can enhance their data security, mitigate risks, and demonstrate a commitment to safeguarding their clients' and employees' privacy.

AIMING TO EXTEND INDUSTRY 4.0 FOR IMPROVED PRODUCTIVITY

PRINCE JOSEPH, GROUP CHIEF INFORMATION OFFICER, SFO TECHNOLOGIES

TRAVERSING THE DIGITAL FRONTIER

In the fiscal year 2024-25, our organization has prioritized initiatives aimed at harnessing the potential of AI and ML technologies to drive innovation and business growth. This includes focusing on the adoption of AI and ML, as well as analytics for predictive planning and forecasting. Additionally, we are committed to identifying the right tech stack for AI implementation and selecting optimal ML algorithms. Expanding digitalization across functions is another key priority, streamlining processes and enhancing efficiency. Moreover, we aim to extend Industry 4.0 principles to manufacturing sections, integrating IoT and automation for improved productivity and competitiveness.



INFUSING TRUST IN A DIGITAL REALM

In our digital-first landscape, cultivating customer trust amidst evolving expectations for seamless omnichannel interactions is paramount. Our organization achieves this through a multifaceted approach. Firstly, we prioritize personalized experiences by offering customer and supplier portals, ensuring tailored interactions at every touchpoint. Direct interfacing with API/EDI facilitates real-time sharing of information, enhancing transparency and responsiveness. Moreover, we leverage advanced analytics and monitoring using metrics to continuously optimize these interactions, ensuring they align with evolving needs. Additionally, chatbots provide immediate assistance and streamline communication channels. By integrating these strategies, we not only meet but exceed customer expectations, fostering long-term trust and loyalty in our brand.

DRIVING GROWTH IN THE AGE OF INNOVATION

In response to evolving CXO skill set requirements, our organization prioritizes driving business growth through a multifaceted approach. We foster a growth mindset, identifying digital potential and providing development opportunities. Open communication and hygiene practices ensure transparency and collaboration, while goal-setting aligns efforts with a clear future strategy. Engagements with industry and education sectors facilitate knowledge-sharing and giving back, contributing to the sciences.

PIONEERING THE FUTURE

Looking ahead, several emerging trends are poised to significantly influence data management and analytics. Firstly, AI continues to revolutionize data analysis, enabling more advanced insights and decision-making capabilities. The rise of "gen AI," where AI systems can create other AI systems, promises even greater automation and efficiency in data processing. Cloud computing facilitates scalable and flexible data storage and processing solutions, while smart tools enhance data visualization and interpretation. Integration and low-code platforms streamline the connection of disparate data sources, improving overall data accessibility and usability.



FOSTERING CONFIDENCE AND TRUST TO ADDRESS THE NEEDS OF PROFESSORS AND STUDENTS

ANAND RUHELA, HEAD IT, SGT UNIVERSITY

TRAVERSING THE DIGITAL FRONTIER

- ◆ Digital Transformation
- ◆ AI and Machine Learning.
- ◆ IOT & Big Data
- ◆ Innovation Research Data Management.
- ◆ Digital Learning System
- ◆ Cybersecurity
- ◆ Robotics Process Automation
- ◆ Data Privacy and Compliance
- ◆ Business Intelligence & Data Analysis.

INFUSING TRUST IN A DIGITAL REALM

In a digital-first landscape, cultivating customer trust amidst evolving expectations for seamless omnichannel interactions requires a multifaceted approach that prioritizes transparency, security, personalized experiences, and responsiveness in addition to the Transparency in data handling, ensuring Cyber Security measures, enhancing customer digital experience.

We also ensure seamless integration across all digital channels; we build trust and confidence in our ability in our students & faculty concerns and provide assistance whenever and wherever needed. While ensuring all above we continually innovate and iterate on our digital solutions to stay ahead in the competitive digital world.

DRIVING GROWTH IN THE AGE OF INNOVATION

We contribute to driving business growth in a dynamic environment characterized by rapid technological evolution and shifting CXO skillsets. Through innovation, digital transformation, customer-centricity, talent development, partnerships, agility, data-driven decision-making, and risk management, we strive to stay ahead of the curve and capitalize on emerging opportunities for growth and success.

PIONEERING THE FUTURE

In view of rapid technological evolution and the consequent shift in CXO skillsets, we are deeply committed to driving business growth in this dynamic environment through several strategic approach such as Continuous Innovation, Agile adoption, Customer centric approach, data driven decision making, and ethical practices are well-positioned approaches to thrive and drive business growth in the rapidly evolving technological landscape.

BALANCING COMPLIANCE AND INNOVATION

Balancing compliance requirements with the imperative for operational efficiency and innovation is a complex challenge that we takes very seriously and adopting many strategies like establishing comprehensive compliance framework, adoption of risk based approach, ensuring cross functional collaboration and continuous monitoring and improvement for strives to strike the right balance between compliance requirements, efficiency, and innovation, ensuring that we meet regulatory obligations while driving sustainable growth and innovation in a rapidly evolving digital landscape.

OBSERVING AND ADHERING TO APPLICABLE LAWS, RULES, AND GUIDELINES IS RECOMMENDED

DINESH KAUSHIK, GROUP IT HEAD, SHARDA MOTOR INDUSTRIES LTD.

TRAVERSING THE DIGITAL FRONTIER

Digital Transformation: Continuing to invest in digital technologies to streamline processes, enhance customer experiences, and remain competitive in the digital age.

Cybersecurity: Strengthening cybersecurity measures to protect against evolving threats and safeguard sensitive data and systems.

Regulatory Compliance: Staying abreast of and compliant with relevant regulations and standards in various jurisdictions.

Innovation and R&D: Investing in research and development to foster innovation, develop new products/services, and maintain a competitive edge in the market.



PIONEERING THE FUTURE

Several emerging trends are poised to significantly influence data management and analytics in the foreseeable future:

AI and ML: AI and machine learning are transforming data management and analytics by enabling more sophisticated analysis, predictive modeling, and automation.

Edge Computing: Edge computing involves processing and analyzing data closer to its source, such as IoT devices or sensors, rather than relying solely on centralized data centers.

Data Governance and Privacy: With increasing concerns around data privacy, security, and regulatory compliance, data governance practices are becoming more important for organizations.

DataOps: DataOps is an approach that emphasizes collaboration, automation, and agile practices to streamline and accelerate the entire data lifecycle, from data acquisition to analysis and deployment.

BALANCING COMPLIANCE AND INNOVATION

Balancing compliance requirements with the imperative for operational efficiency and innovation is a priority for our organization. Here's how we approach this challenge:

Comprehensive Compliance Framework: We establish a comprehensive compliance framework that encompasses relevant regulations, standards, and best practices related to data privacy and security, such as GDPR or ISO 27001.

Proactive Risk Management: We conduct regular risk assessments to identify potential threats and vulnerabilities to our data infrastructure, systems, and processes.

Embedding Privacy by Design: We integrate privacy considerations into the design and development of our products, services, and processes from the outset, following the principles of Privacy by Design.

Continuous Monitoring and Auditing: We implement robust monitoring and auditing mechanisms to track data usage, access, and compliance across our organization.

Cross-Functional Collaboration: We foster collaboration between our compliance, security, legal, and business teams to align objectives, share expertise, and address compliance challenges in a holistic manner.



ADOPTING A CUSTOMER-CENTRIC STRATEGY TO CULTIVATE TRUST IN THE REALM OF DIGITAL INTERACTIONS

AMIT ARORA, CIO, SHR LIFESTYLES PVT LTD

TRAVERSING THE DIGITAL FRONTIER

In the fiscal year 2024-25, our organization has identified several key priorities to leverage technology for driving innovation and business growth. One of the pivotal innovations within our strategy involves harnessing AI and ML algorithms to predict demand fluctuations and dynamically optimize inventory levels. By meticulously analyzing historical sales data, market trends, and pertinent variables, our AI-powered inventory management system is poised to forecast future demand with remarkable precision. This proactive methodology enables us to uphold optimal stock levels at every store location, effectively mitigating excess inventory while ensuring seamless product availability to meet customer needs. We aim to accelerate our

digital transformation efforts across all business functions. This includes modernizing legacy systems, adopting cloud-based technologies, and enhancing digital capabilities to improve agility, efficiency, and customer experience.

INFUSING TRUST IN A DIGITAL REALM

In our organization, we've embraced a customer-centric approach to foster trust amidst the evolving landscape of digital interactions. We understand that seamless omnichannel experiences are the new baseline, and personalization is key to meeting evolving customer expectations.

To cultivate trust, we take a three-pronged approach:

- ◆ **Data Ethics and Privacy:** We have robust data governance policies. Customers can trust that their personal information is safeguarded, used responsibly, and never monetized without explicit consent. Transparency around how we collect, store, and use data is fundamental.
- ◆ **Omnichannel Consistency:** Our customer interactions are designed to be cohesive across all touchpoints - web, mobile, social media, brick-and-mortar stores, and customer support channels. This omnichannel consistency ensures a seamless experience, building confidence that we understand their preferences and history.
- ◆ **Human-Centered Personalization:** While leveraging AI and analytics for personalization, we maintain a 'human-in-the-loop' approach. Through data-driven insights, we anticipate customer needs, personalize recommendations, and streamline interactions across all channels, fostering a seamless omnichannel experience. Personalization enriches the experience without compromising privacy boundaries

Ultimately, our focus is on delivering valuable, respectful customer experiences that balance innovation with ethical data practices. We continually invest in emerging technologies while prioritizing transparency and garnering customer consent every step of the way.

DRIVING GROWTH IN THE AGE OF INNOVATION

We are deeply committed to maintaining our competitive edge in today's rapidly changing technological landscape. Central to this commitment is our cultivation of a culture of continuous learning and innovation, empowering our teams to adapt and thrive. A cornerstone of our strategy is investing in talent development and upskilling. Through comprehensive training programs, we ensure our workforce is equipped with the latest digital skills, enabling them to harness emerging technologies and drive innovation across all business areas.

MAINTAINING COMPLIANCE WITH CHANGING REGULATIONS IS ESSENTIAL

SHASHANK JAIN, CIO PRESIDENT, SHREE FINANCIALS

TRAVERSING THE DIGITAL FRONTIER

The NBFC sector in India is poised for exciting growth, fueled by technological advancements and a growing demand for financial services. However, to capitalize on this opportunity, NBFCs must prioritize strategic initiatives that address evolving market dynamics. Here are some key focus areas for NBFCs in the upcoming fiscal year 2024-25:



1. Embracing Digital Transformation: Technology is no longer a luxury, but a necessity for NBFCs seeking to streamline operations and enhance customer experience. This translates into:

- ◆ **Automation and AI:** Automating loan processing, underwriting, and customer onboarding can significantly improve efficiency and reduce turnaround times. Integrating AI-powered tools can further enhance risk assessment and personalize loan offerings.
- ◆ **Cloud Adoption:** Migrating data and applications to the cloud offers scalability, security, and cost benefits. Cloud-based solutions enable NBFCs to adapt to changing customer demands and provide a more flexible infrastructure.
- ◆ **Omnichannel Presence:** Customers today expect seamless interaction across all touchpoints. NBFCs must create an omnichannel experience by offering a user-friendly mobile app, a robust website, and well-integrated physical branches.

2. Data-Driven Decision Making: Data is the new gold in the financial sector. NBFCs must leverage data analytics to gain valuable insights for:

- ◆ **Risk Assessment:** Advanced analytics can help NBFCs better assess borrower risk profiles, leading to more informed lending decisions and improved portfolio quality.
- ◆ **Personalized Products:** By analyzing customer data, NBFCs can develop customized loan products and services that cater to specific needs and segments.
- ◆ **Regulatory Compliance:** Staying compliant with evolving regulations is crucial. Data analytics can help NBFCs track and manage data effectively to ensure adherence to regulatory requirements.

3. Expanding Financial Inclusion: NBFCs can play a vital role in bridging the financial gap by reaching out to underserved markets:

- ◆ **Unbanked and Underbanked:** Developing innovative financial products and services designed for the unbanked and underbanked population can be a key growth driver for NBFCs.
- ◆ **Rural Expansion:** Leveraging technology, particularly mobile banking solutions, can help NBFCs expand their reach to rural areas where traditional banking services might be limited.
- ◆ **Microfinance:** NBFCs must continue to provide microloans to small businesses and entrepreneurs, fostering entrepreneurship and overall economic growth.



DATA SECURITY AND PRIVACY CONTINUE TO BE THE CORNERSTONES OF ALL DIGITAL INITIATIVES

HARIHARAN SUBRAMANIAN, VICE PRESIDENT - INFORMATION TECHNOLOGY, SHRIRAM PROPERTIES LTD.

DRIVING GROWTH IN THE AGE OF INNOVATION

Dynamic environment demands for dynamic leadership and adaptive mindset. We focus on creating a culture of innovation where we actively track emerging trends, invest in emerging technologies, focus on talent development and cultivate customer centric mindset to serve and delight our customers.

Few of our initiatives include:

- ◆ Agile Innovation Culture: ◆ Investment in Emerging Technologies ◆ Cross-Functional Collaboration
- ◆ Data-Driven Decision-Making ◆ Talent Development and Upskilling ◆ Customer-Centric Innovation

PIONEERING THE FUTURE

Several emerging trends are poised to significantly influence data management and analytics in the foreseeable future:

- 1. Artificial Intelligence and Machine Learning:** AI and machine learning technologies will continue to play a crucial role in data management and analytics, enabling organizations to automate processes, uncover insights from large datasets, and make data-driven decisions with greater accuracy and efficiency.
- 2. Data Governance and Privacy:** As data privacy regulations become more stringent and data breaches continue to pose significant risks, organizations will increasingly focus on implementing robust data governance frameworks and privacy-enhancing technologies. This trend will influence data management practices to ensure compliance, security, and ethical use of data.
- 3. Hybrid and Multi-Cloud Data Management:** With the growing adoption of hybrid and multi-cloud environments, organizations will need to develop strategies and tools for seamless data management and analytics across disparate cloud platforms and on-premises infrastructure. This trend will require interoperability, data portability, and hybrid data integration solutions.

BALANCING COMPLIANCE AND INNOVATION

Data privacy and security remains the core pillar of all digital initiatives and technology implementations that we do. We don't see compliance as a hindrance to a company's growth, rather it helps to gain customer confidence and serve them better. We establish a comprehensive data governance framework that encompasses policies, processes, and controls for managing data throughout its lifecycle. This framework addresses regulatory compliance requirements while also promoting operational efficiency and innovation by providing clear guidelines for data access, usage, and protection. We also adopt a risk-based approach to compliance, focusing efforts and resources on areas of highest risk to data privacy and security. We conduct regular risk assessments to identify vulnerabilities, evaluate potential impact, and prioritize remediation efforts accordingly, allowing for a more targeted and efficient allocation of resources. We collaborate between different departments comprising compliance, legal, IT, security, and business stakeholders to align efforts and objectives across departments.

EXPLORING AND EXPANDING DIGITAL INITIATIVES

PRAKASH MANI TRIPATHI, HEAD OF TECHNOLOGY, SHYAM STEEL INDUSTRIES LTD.

TRAVERSING THE DIGITAL FRONTIER

The key priorities for our organization's fiscal year 2024-25 involve aligning with overarching business objectives and leveraging technology to drive innovation and growth. Here are some potential key priorities:

Advanced Data Analytics Implementation: Harnessing the power of data through advanced analytics techniques such as machine learning and predictive modeling to gain deeper insights into customer behavior, market trends, and operational efficiencies.

Digital Transformation Acceleration: Expanding digital initiatives to streamline processes, enhance customer experiences, and improve operational agility. This may involve further adoption of cloud technologies, automation, and digital platforms like e-KYC, DMS solution etc.

Cybersecurity Strengthening: Bolstering cybersecurity measures to safeguard sensitive data and protect against evolving cyber threats. This could include investing in robust security solutions, conducting regular audits, and enhancing employee cybersecurity training.

Talent Acquisition and Development: Attracting and retaining top talent with expertise in emerging technologies such as AI, blockchain, and IoT.

Customer-Centric Approach: Placing a strong emphasis on understanding and meeting the evolving needs and preferences of customers. This may involve enhancing personalized experiences, gathering, and acting upon customer feedback, and building long-term relationships.

Sustainable Practices Integration: Integrating sustainability principles into business operations and product/service offerings. This could include initiatives to reduce environmental impact, promote social responsibility, and align with sustainable development goals.

Continuous Improvement Culture: Cultivating a culture of continuous improvement and innovation across the organization. Encouraging employees to embrace change, experiment with new ideas, and continuously seek ways to enhance processes and outcomes.

BALANCING COMPLIANCE AND INNOVATION

In navigating the delicate balance between data privacy, security compliance, and operational efficiency, our organization employs a multifaceted approach.

Robust Compliance Frameworks: Implementing comprehensive frameworks aligned with relevant regulations and standards to ensure adherence to legal requirements.

Cutting-edge Technologies: Investing in advanced technologies such as encryption, access control, and data anonymization to bolster security measures.

Innovative Solutions: Fostering a culture of innovation that prioritizes data privacy and security, encouraging teams to develop inventive solutions while adhering to stringent protocols.

Training and Awareness Programs: Providing comprehensive training and awareness initiatives to educate the workforce on data protection best practices and equip them with necessary tools.

Integration of Compliance, Efficiency, and Innovation: Seamlessly integrating compliance measures with operational efficiency and innovation efforts to safeguard sensitive data while driving progress and delivering value to stakeholders.





CHANGE, ADAPT AND LEARNED ARE THE GUIDING LIGHT TO OPPORTUNITIES

DR. SANDEEP KOTHAARI, CHIEF TECHNOLOGY OFFICER, SPECIALITY RESTAURANTS LTD.

INFUSING TRUST IN A DIGITAL REALM

To cultivate customer trust amidst evolving expectations for seamless omnichannel interactions, we have outlined the following key strategies:

- 1. Integration of Online and Offline Channels:** This is to ensure a seamless transition for customers between online and offline touchpoints. This involves maintaining consistency in product information, pricing, and promotions across all channels to build trust and reliability.
- 2. Consistency Across Channels:** To emphasize brand consistency in messaging, pricing, and customer service across all touchpoints. Inconsistencies can erode trust, so ensuring a unified brand experience fosters reliability and reinforces the brand's identity.

- 3. Personalization:** We tailor interactions to meet individual customer preferences. Utilize data-driven insights to anticipate customer needs and provide personalized experiences, such as targeted promotions and product recommendations. Personalization enhances the overall shopping experience and builds trust with customers.

DRIVING GROWTH IN THE AGE OF INNOVATION

We have derived the following strategies:

- 1. Embracing Change and Adaptation:** We have decided to foster a culture that embraces change, encourages adaptability, and views failure as a learning opportunity.
- 2. Developing Dynamic Capabilities:** This involves the ability to read and act on signals of change, experiment rapidly with products, services, and business models, manage complex stakeholder systems, and motivate employees and partners.
- 3. Leadership and Vision:** We have experienced that effective leadership plays a vital role in guiding organizations through change and uncertainty. Leaders should inspire and motivate teams to embrace change, provide a clear vision, and be willing to evolve their Leadership style as the environment changes.

BALANCING COMPLIANCE AND INNOVATION

To address this delicate balance, we are trying to adopt the following strategies:

- 1. Integrated Data Privacy Framework:** We are trying to establish an integrated data privacy framework that aligns compliance requirements with operational efficiency and innovation goals. By embedding data privacy considerations into the core of their operations, we can ensure that compliance measures do not hinder efficiency or innovation but rather enhance them by fostering a culture of data protection and trust.
- 2. Automated Privacy Management Solutions:** Leveraging advanced and automated privacy management solutions we are sure to streamline compliance processes, reduce manual errors, and enhance operational efficiency.
- 3. Proactive Data Governance:** By implementing proactive data governance practices we can strike a balance between compliance, efficiency, and innovation.

EMERGING TRENDS TO HAVE A BIG IMPACT ON ANALYTICS AND DATA MANAGEMENT

GAURAV VYAS, HEAD OF INFORMATION TECHNOLOGY, SPGPRINTS

TRAVERSING THE DIGITAL FRONTIER

Stovec Industries is an established company that specializes in manufacturing textile equipment. We are expanding our operations and have identified two key priorities for the year 2024: digital transformation and cybersecurity. In addition, we are considering cloud migration and improving customer experience as potential future priorities. These are just some of the priorities that we may consider for the fiscal year 2024-25, but the specific priorities may vary depending on the business requirements.

INFUSING TRUST IN A DIGITAL REALM

We prioritize personalized experiences, data privacy, and transparency to build trust with our customers. We offer tailored interactions, consistent experience, responsive support, feedback mechanisms, educational resources, community engagement, and innovation. By putting customers first, we aim to foster long-lasting relationships based on trust and loyalty.

DRIVING GROWTH IN THE AGE OF INNOVATION

We prioritize investing in emerging technologies, developing and upskilling talent, forming collaborations and partnerships, implementing agile and adaptive strategies, focusing on customer-centric innovation, making data-driven decisions, and continuously improving and iterating our processes in order to drive business growth in a rapidly evolving technological landscape. By strategically investing in these areas, developing our talent, collaborating with others, being agile and adaptive, prioritizing our customers, making data-driven decisions, and committing to continuous improvement, we position ourselves for long-term success and leadership in our industry.

PIONEERING THE FUTURE

Emerging trends are set to significantly influence data management and analytics in the future. These trends include AI and machine learning, edge computing, blockchain, augmented analytics, data governance and privacy, hybrid and multi-cloud environments, explainable AI, and DataOps and MLOps. By embracing these trends and adopting a forward-thinking approach to data management and analytics, organizations can position themselves for success in the digital era.

BALANCING COMPLIANCE AND INNOVATION

We aim to balance compliance requirements, operational efficiency, and innovation. To achieve this, we have established a comprehensive compliance framework and adopted a proactive approach to risk management. Our team provides comprehensive training and awareness programs, leveraging streamlined processes and technologies to ensure data privacy and security. We also implement continuous monitoring and auditing mechanisms. Our ultimate goal is to integrate compliance requirements with operational efficiency and innovation while ensuring the protection of data privacy and security.





FOSTERING TRUST AMID CHANGING DEMANDS FOR SMOOTH OMNICHANNEL TRANSACTIONS

DR. VINEET BANSAL, CHIEF INFORMATION OFFICER, SURYA ROSHNI LTD.

TRAVERSING THE DIGITAL FRONTIER

We are focusing on accelerating our digital transformation efforts to

- ◆ Streamline operations
- ◆ Improve customer experiences
- ◆ Leverage data-driven insights for better decision-making.
- ◆ Our focus remains on delivering exceptional value to our customers

INFUSING TRUST IN A DIGITAL REALM

We are cultivating customer trust amidst evolving expectations for seamless omnichannel interactions are a top priority. We offer responsive and proactive customer support across all channels. Responsiveness builds trust by demonstrating our commitment to addressing customer needs promptly and effectively. By prioritizing transparency, personalization, consistency, security, responsiveness, and feedback, we cultivate trust amidst evolving expectations for seamless omnichannel interactions in today's digital-first landscape.

DRIVING GROWTH IN THE AGE OF INNOVATION

We contribute to driving business growth in a dynamic environment shaped by rapid technological evolution and shifting CXO skillsets through several key strategies.

By embracing agility, continuous learning, collaboration, strategic partnerships, customer-centricity, and data-driven decision-making, we contribute to driving business growth in a dynamic environment characterized by rapid technological evolution and shifting CXO skillsets.

PIONEERING THE FUTURE

Several emerging trends are poised to significantly influence data management and analytics in the foreseeable future. We are focusing on data management first and then will move to analytics.

BALANCING COMPLIANCE AND INNOVATION

Balancing compliance requirements with the imperative for operational efficiency and innovation is a top priority for us, particularly in an era where data privacy and security are paramount concerns. We strive to strike a balance between compliance requirements and the imperative for operational efficiency and innovation, ensuring that data privacy and security remain top priorities in everything we do.

ETHICAL & INCLUSIVE AI: ENSURING FAIRNESS AND ACCOUNTABILITY

KUMAR RAVI, CISO, TELEPERFORMANCE IN INDIA

TRAVERSING THE DIGITAL FRONTIER

Teleperformance, a leading global outsourced customer experience (CX) digital business services provider, is actively adapting its operations for India's rapidly growing internet user base, heavily investing in digital technologies like cloud solutions, RPA (Robotics Process Automation), data analytics, and AI tools to enhance service delivery and offer personalized experiences.

Our strategic partnerships with technology providers and digital service companies include the \$185 million Azure cloud commitment between Teleperformance and Microsoft to elevate customer service through AI. Leveraging Azure Cloud and TP GenAI's advanced AI capabilities powered by Azure OpenAI, Teleperformance will transform service delivery and provide enhanced experiences.

INFUSING TRUST IN A DIGITAL REALM

We leverage AI, automation, and omnichannel systems to enhance CX by integrating multiple communication channels, allowing seamless switching between touchpoints and consistent, personalized experiences. AI-powered routing algorithms help optimize resource utilization, reduce response times, ensure seamless transition across channels for a more efficient experience, and customer delight for increased customer loyalty. By leveraging comprehensive customer data, we deliver personalized, proactive support, anticipate needs, and address issues before they arise, continuously refining service delivery to align with evolving customer expectations.

PIONEERING THE FUTURE

Several emerging trends are likely to significantly influence data management and analytics in the foreseeable future:

- ◆ **Artificial Intelligence and Machine Learning:** Will continue to become even more integral to data processing and decision-making as they mature.
- ◆ **Edge Computing:** Brings data processing closer to data generation source, reduces latency, enables real-time analytics, and minimizes data transfer, thus influencing how data is managed and analyzed.
- ◆ **Data Governance and Privacy:** Future trends on ensuring compliance, protecting sensitive data, and establishing transparent data usage policies.
- ◆ **Augmented Analytics:** Integrates AI and ML into analytics workflows to automate insights generation, data preparation, and model building, simplifying analytics processes and enabling faster decision-making by augmenting human capabilities with machine intelligence.
- ◆ **Ethical AI and Responsible Data Practices:** Future trends on fairness, transparency, and accountability in AI systems to mitigate biases and ensure ethical data usage as AI and ML algorithms make increasingly impactful decisions.
- ◆ **Hybrid and Multi-Cloud Environments:** Optimizing data management and analytics workflows across heterogeneous cloud environments for flexibility, scalability, and cost-effectiveness.





PREDICTIVE ANALYTICS CAN BE USED TO FORESEE TRENDS AND SPOT BUSINESS POSSIBILITIES

VINOD KUMAR GUPTA, DIRECTOR, GLOBAL HEAD – CYBER SECURITY OPERATIONS & GRC PRACTICES, TMF GROUP

TRAVERSING THE DIGITAL FRONTIER

As a technocrat, I do understand the imperativeness of tapping the ever-evolving landscape of cybersecurity, and several key priorities emerge for the year 2024-25, here few of:

- ◆ **Digital Transformation:** Prioritizing digital transformation initiatives to improve business processes, reduce manual effort, and improve overall efficiency.
- ◆ **Cloud Adoption:** Focusing on cloud adoption and new SaaS-based technology additions to reduce costs and increase scalability.
- ◆ **Cyber Resilience Enhancement:** I believe cyber resilience is equal to business resilience hence to support uninterrupted and secure business, focusing on preventing, detecting, and reacting to threats and fostering a robust cyber incident response plan.
- ◆ **Cybersecurity:** Centering on a couple of initiatives like DSPM, CSPM, IGA, SOAR, MDDR, XDR, etc.
- ◆ **Artificial Intelligence (AI) and Machine Learning (ML):** I will explore opportunities to leverage AI and machine learning to automate processes, improve decision-making, improve cybersecurity defenses, enhance threat detection capabilities, and streamline and automate routine tasks.
- ◆ **Data Analytics and Business Intelligence:** Extracting insights from data is crucial for informed decision-making. Focusing on data analytics tools, business intelligence platforms, and visualization techniques. Predictive analytics can help anticipate trends and identify growth opportunities.

INFUSING TRUST IN A DIGITAL REALM

In today's highly competitive business landscape, trust has emerged as a new currency of business and a critical factor in maintaining strong relationships with customers and other stakeholders. Here are some strategies to cultivate customer trust in a digital-first environment:

Communicate Honestly and Transparently: Authentic Messaging and Two-Way Communication, we believe honest communication builds trust and keeping clients informed about how we're addressing issues and delivering services demonstrates transparency and accountability. **Using Customer Information Responsibly:** Data Collection Explanation, Data Minimization and Ethical Data Handling are the key factors enhancing customer trust.

Treat Customers as People, Not Numbers: Using the right technology to personalize interactions. Tailor experiences based on individual preferences and behaviors once customers feel seen and valued trust grows.

BALANCING COMPLIANCE AND INNOVATION

In today's data-driven age, balancing data privacy and security with the need for operational efficiency and innovation is a delicate task. We understand well the requirements of Compliance and Regulation and have close governance globally and locally with dedicated experts appointed. We follow the privacy-by-design approach by embedding the privacy and minimization principles. We follow data-driven risk-based approaches by having data inventories, context mapping, classification, and risk prioritization and remediations.

BUILDING LOYALTY AND TRUST WITH SECURE AND OPEN CUSTOMER INTERACTIONS

MAJ GEN DR DILAWAR SINGH, INDEPENDENT DIRECTOR, TRANSRAIL LIGHTING LTD.

TRAVERSING THE DIGITAL FRONTIER

Our organization's key priorities revolve around leveraging technology to enhance operational efficiency, drive innovation in both process and product development, and expand our market reach through strategic digital initiatives. We aim to invest in cutting-edge technologies such as AI, and data analytics to optimize our processes and deliver superior products and services to our customers.

INFUSING TRUST IN A DIGITAL REALM

In our pursuit of personalized experiences, we prioritize transparency and security in all our interactions with customers. Through robust data protection measures, clear communication channels, and proactive customer support, we aim to foster trust and loyalty amidst evolving expectations for seamless omnichannel interactions.

DRIVING GROWTH IN THE AGE OF INNOVATION

We recognize the importance of staying agile and adaptable in response to rapid technological advancements. Our organization invests in talent development and fosters a culture of innovation to equip our CXOs with the necessary skills to navigate this dynamic landscape effectively. By embracing change and proactively seeking opportunities for growth, we contribute to driving business success in this evolving environment.

PIONEERING THE FUTURE

We anticipate that emerging technologies such as edge computing, machine learning, and blockchain will significantly influence data management and analytics in the foreseeable future. Our in-depth analysis prior to implementing these trends will enable our organization to extract actionable insights from vast amounts of data, enhance decision-making processes, and drive innovation across our organization.

BALANCING COMPLIANCE AND INNOVATION

Data privacy and security are fundamental principles that underpin our operations. We prioritize compliance with regulatory requirements and industry standards while simultaneously fostering a culture of innovation and operational efficiency. By integrating privacy and security measures into our technology infrastructure from the outset, we ensure balance so that compliance does not compromise our ability to innovate and deliver value to our stakeholders.





TWYN CONTINUES TO PRIORITISE THE DEVELOPMENT OF ETHICAL AND RESPONSIBLE AI

PRASEON KUMAR, GROUP CIO, TWYN

TRAVERSING THE DIGITAL FRONTIER

In the fiscal year 2024-25, Twyn has identified several key priorities at the forefront of Industry 5.0 coupled with the advancements in generative AI and large language models. Firstly, Twyn aims to spearhead the integration of Industry 5.0 principles into their operations and solutions, emphasizing the harmonious collaboration between humans and machines to drive innovation and productivity. Leveraging the capabilities of generative AI and large language models, Twyn seeks to develop cutting-edge solutions that offer personalized experiences and insights to their clients, enabling them to stay ahead in rapidly evolving markets. Ethical and responsible AI development remains a core focus, with Twyn implementing stringent measures to ensure

fairness, transparency, and accountability in their AI-driven processes. Collaborations with industry partners, research institutions, and regulatory bodies are prioritized to foster innovation, share expertise, and address emerging challenges.

INFUSING TRUST IN A DIGITAL REALM

In navigating the digital-first landscape where personalized experiences are paramount, Twyn prioritizes cultivating customer trust amidst evolving expectations for seamless omnichannel interactions by leveraging Industry 5.0 principles alongside generative AI and large language models. Firstly, Twyn emphasizes transparency and accountability in their AI-driven processes, ensuring that customers understand how their data is used to personalize experiences while maintaining strict privacy standards. They deploy generative AI and large language models to tailor interactions across various touchpoints, delivering relevant and contextualized content to enhance engagement and satisfaction. Furthermore, Twyn employs advanced analytics to continuously gather feedback and insights, enabling them to adapt and refine their omnichannel strategies in real-time. By prioritizing human-centric approaches and emphasizing the human-machine collaboration inherent in Industry 5.0, Twyn fosters trust by demonstrating their commitment to delivering seamless, personalized experiences that meet and exceed evolving customer expectations.

DRIVING GROWTH IN THE AGE OF INNOVATION

In the dynamic landscape of rapid technological evolution and shifting CXO skillsets, Twyn plays a crucial role in driving business growth by harnessing the potential of Industry 5.0 principles alongside generative AI and large language models. Firstly, Twyn facilitates the adaptation of CXO skillsets to embrace emerging technologies, offering training programs and resources to empower leaders with the knowledge and expertise needed to navigate the digital transformation journey effectively. Additionally, Twyn collaborates closely with CXOs to develop customized solutions that align with their business objectives and address specific challenges, leveraging Industry 5.0 principles to create synergies between humans and machines that drive productivity and innovation. Through these initiatives, Twyn contributes to driving business growth in a dynamic environment by equipping CXOs with the tools, insights, and capabilities needed to thrive in an era defined by technological advancement and digital disruption.

EDGE COMPUTING BECOMING ESSENTIAL FOR REAL-TIME DATA PROCESSING

DR. AMLAN CHAKRABARTI, PROFESSOR & DIRECTOR, A.K. CHOUDHURY SCHOOL OF INFORMATION TECHNOLOGY, UNIVERSITY OF CALCUTTA

TRAVERSING THE DIGITAL FRONTIER

Our key priorities for the fiscal year 2024-25 are centered around enhancing our academic programs, fostering industry collaborations, and advancing research initiatives. We aim to:

- ◆ **Curriculum Innovation:** Continuously update our curriculum to incorporate the latest technological advancements and industry requirements, ensuring our students are well-prepared for the dynamic tech landscape.
- ◆ **Research Excellence:** Promote cutting-edge research in emerging fields such as artificial intelligence, cybersecurity, and data science. We plan to increase funding and support for faculty and student research projects.
- ◆ **Industry Partnerships:** Strengthen our ties with industry leaders to facilitate internships, live projects, and collaborative research, bridging the gap between academia and industry needs.
- ◆ **Digital Infrastructure:** Invest in state-of-the-art digital infrastructure to provide an immersive learning experience through virtual labs, online courses, and advanced learning management systems.



INFUSING TRUST IN A DIGITAL REALM

In today's digital-first environment, cultivating customer trust is paramount. We achieve this by:

- ◆ **Transparency and Communication:** Maintaining clear and open communication channels with our stakeholders, including students, parents, and industry partners. Regular updates and feedback mechanisms help build trust.
- ◆ **Personalized Engagement:** Leveraging data analytics to provide personalized learning experiences and support services. By understanding individual needs, we can offer tailored solutions that enhance satisfaction and trust.
- ◆ **Robust Data Privacy Measures:** Implementing stringent data privacy and security protocols to protect sensitive information and ensure compliance with relevant regulations. This commitment to security reinforces our stakeholders' confidence in our systems.

PIONEERING THE FUTURE

Several emerging trends are set to significantly impact data management and analytics:

- ◆ **Artificial Intelligence and Machine Learning:** The integration of AI and ML in data analytics will enable more accurate predictive models, enhanced decision-making, and automation of complex tasks.
- ◆ **Edge Computing:** With the proliferation of IoT devices, edge computing will become crucial for real-time data processing and analysis, reducing latency and improving efficiency.
- ◆ **Data Fabric and Mesh Architectures:** These frameworks will allow seamless data integration across disparate sources, enhancing data accessibility, governance, and scalability.
- ◆ **Enhanced Data Privacy Tools:** Advances in privacy-preserving technologies, such as differential privacy and homomorphic encryption, will play a critical role in secure data handling and compliance.



EMBRACING CUTTING-EDGE TECHNOLOGIES TO SAFEGUARD INDIA'S CRITICAL INFRASTRUCTURE

PROF. TRIVENI SINGH, EX IPS, UTTAR PRADESH POLICE

INCREASING THREAT LANDSCAPE

In this digital age, the threat of crippling cyberattacks on a nation's critical infrastructure is one of the gravest risks we face. From power grids and water treatment plants to banking systems and airports, our vital networks and services are increasingly vulnerable targets for hostile nation-states and cybercriminals.

As India rapidly expands its digital infrastructure and pivots toward embracing cutting-edge technologies, we must confront this ominous reality head-on. Recent years have seen a deeply concerning escalation in cyberattacks aimed at disrupting India's critical systems and services.

A harrowing report indicates that India itself detected over 761 cybersecurity incidents per minute in 2022 alone. Last year, ransomware was identified as the culprit in over 740,000 suspected attacks nationwide, while adware struck 1.5 million times. The rampant spread of such malicious code risks crippling core economic sectors like automotive manufacturing and jeopardizing key services like education which were also prime targets. Clearly, comprehensive action is urgently needed to fortify India's cyber defenses and safeguard our critical infrastructure before we fall victim to a truly catastrophic digital blitzkrieg.

A core issue has been the lack of coordinated information-sharing between government agencies and private companies when breaches occur. This opaque approach motivated by fears of exposing vulnerabilities and losing competitive advantages is self-defeating. We require a profound shift toward a collaborative public-private partnership model centered on transparency.

BUILDING A RESILIENT CYBER COMMAND

Proposed reforms like the new Cyber Security Directives mandating incident reporting within six hours are welcome, but likely insufficient on their own. What we crucially need is an integrated, whole-of-nation strategy backed by a powerful centralized cyber command. This command should be legally empowered to directly coordinate cybersecurity policies and compliance across all civilian and military agencies. It must have the resources and advanced technological capabilities to proactively hunt for threats across India's digital frontiers.

Crucially, it should operate within the framework of an official national cyber doctrine - one which clearly delineates response protocols and deterrence through credibly projecting offensive cyber capabilities.

Some may balk at the aggressive stance such a posture implies. But we must be clear-eyed about the severity of the threat. Ceding the cyber battlefield practically ensures our critical infrastructure will be ravaged by digital bombs far more destructive than any physical ones. We require both a proverbial cybersecurity 'shield' and a formidable cyber 'sword' to robustly safeguard our national digital sovereignty.



THROUGH THE USE OF CUTTING-EDGE TECHNOLOGIES DATA MANAGEMENT SKILLS AND COMPLIANCE CAN BE IMPROVED

DR. BALVINDER SINGH BANGA, CHIEF TECHNOLOGY OFFICER, V TRANS INDIA LTD.

PIONEERING THE FUTURE

Considering the rapid advancements in technology, several emerging trends are poised to significantly influence data management and analytics in the transportation and logistics sector. The adoption of IoT devices will revolutionize real-time tracking and monitoring, providing granular data on shipment conditions and vehicle performance.

AI and machine learning will enable predictive analytics, optimizing routes, reducing fuel consumption, and anticipating maintenance needs to prevent breakdowns. The integration of blockchain technology will enhance data security and transparency, ensuring tamper-proof records of transactions and shipments. Edge computing will bring data processing closer to the source, reducing latency and enabling faster decision-making, crucial for time-sensitive logistics operations. Additionally, the increasing volume of big data from various sources will necessitate advanced data management solutions like data lakes and improved governance frameworks to ensure data quality and accessibility.

Finally, stringent data privacy regulations and customer expectations for data protection will drive the need for robust compliance mechanisms, balancing innovation with security and privacy concerns. These trends collectively will transform how data is managed and analyzed, driving efficiency and innovation in the transportation and logistics industry.

BALANCING COMPLIANCE AND INNOVATION

In an era where data privacy and security are paramount concerns, we balance compliance requirements with the imperative for operational efficiency and innovation through a multifaceted approach. We adhere strictly to regulations such as the Information Technology Act and its amendments, ensuring robust data protection and privacy measures are in place.

Our framework includes regular audits, encryption protocols, and secure data storage solutions to safeguard customer information. Simultaneously, we integrate these compliance measures seamlessly into our operational processes to maintain efficiency. By leveraging advanced technologies such as AI, IoT, and blockchain, we enhance data management capabilities while ensuring compliance. These technologies not only automate compliance tasks but also drive innovation by optimizing routes, improving real-time tracking, and enhancing overall service delivery.

Additionally, we foster a culture of continuous learning and innovation among our employees, ensuring they are well-versed in both compliance requirements and cutting-edge technologies. This holistic approach allows us to protect customer data, meet regulatory standards, and drive operational excellence and innovation, ensuring we remain competitive in a rapidly evolving market.



STRENGTHENING CYBER INCIDENT RESPONSE: A HOLISTIC APPROACH FOR CXOS

RITESH BHATIA, DIRECTOR, V4WEB CYBERSECURITY

DRIVING GROWTH IN THE AGE OF INNOVATION

In an era where cyber threats loom large and cybercriminal tactics evolve rapidly, it's imperative for organizations to fortify their defenses and response strategies. Here, I outline a comprehensive approach tailored for CXOs to effectively navigate the treacherous waters of cyber incidents.

Establishing a well-coordinated incident response team is paramount. This team should comprise key stakeholders such as the Chief Information Security Officer (CISO), Chief Information Officer (CIO), Chief Technology Officer (CTO), Chief Financial Officer (CFO), Legal Head, Human Resources (HR) representative, and Corporate Communications personnel. Each member brings unique expertise to the table:

- ◆ **CISO, CIO, and CTO:** Technical prowess to assess and address the technical aspects of the incident, including containment and remediation.
- ◆ **CFO:** Financial acumen to evaluate the impact of the incident and manage resource allocation.
- ◆ **Legal Head:** Legal expertise to navigate regulatory compliance, contractual obligations, and potential litigation.
- ◆ **HR:** People management skills to support affected employees and manage internal communications.
- ◆ **Corporate Communication:** External communication management to preserve brand reputation and maintain stakeholder trust.

While paying ransom is often a last resort, there are instances where it becomes unavoidable. Designating a skilled negotiator within the incident response team is crucial. This individual should possess a deep understanding of cryptocurrency transactions and negotiation tactics. Furthermore, organizations should proactively assess their crypto reserves to ensure readiness in the event of such exigencies.

Cyber insurance serves as a financial safety net against the repercussions of cyber incidents. CXOs must meticulously review and update their cyber insurance policies to ensure adequate coverage tailored to their organization's risk profile. This proactive measure can mitigate financial losses and expedite recovery efforts.

The proliferation of AI-driven cybercrimes presents a formidable challenge. Recent incidents, such as the deepfake-induced 25 million Dollar financial fraud in Hong Kong, underscore the sophistication of these attacks. To counter such threats, organizations must invest in advanced threat detection technologies and employee training programs to enhance awareness and resilience against AI-based attacks.

In the wake of a breach, transparent and timely communication is indispensable. CXOs must equip their corporate communication team with robust crisis communication protocols to swiftly notify regulators, customers, and other stakeholders. Proactive communication fosters trust, minimizes reputational damage, and demonstrates organizational accountability.

TRANSFORMING TOMORROW WITH STRATEGIC PRIORITIES FOR GROWTH AND INNOVATION

DHAVAL MANKAD, VICE PRESIDENT – IT, VADILAL INDUSTRIES LIMITED

TRAVERSING THE DIGITAL FRONTIER

This year at organizational level focus is on modernizing and strengthening core ERP platform for future by moving to RISE along with integrating few newer additional systems. Adoption of cloud-based SaaS offering, IT security and moving to Co-location or Public cloud are other priorities. Apart from that, we continue to explore opportunities towards digitizing processes across the functions and other technology.

INFUSING TRUST IN A DIGITAL REALM

Currently we do not have significant business B2C channels, however for our internal stakeholders who are using our systems, we are in the process of building an ecosystem to give them seamless access to information they need and providing multiple channels to initiate transactions with us.

DRIVING GROWTH IN THE AGE OF INNOVATION

With dynamic business landscape, organization's focus is on transforming business processes through newer tools & technology solutions, simplification, and digitization of processes, getting newer talent to bring in fresh perspectives. No doubt, cyber security and compliance always remain on top of the mind along with business growth.

PIONEERING THE FUTURE

Few trends are fast emerging, and organizations are adopting them. First is the AI & GenAI red hot trend right now beyond general content-based usage, players coming with AI driven platforms and products for Fin-ops, forecasting, analytics, insights and many such use cases.

Data is critical everywhere and extracting data value is a challenge for most organizations. Organisations are focussing on data-democratization, building robust architecture like Data Fabrics will be essential going forward to manage complexities and enable seamless access to data across various sources. The key trend to watch out for is data democratization and self-service tools to empower non-technical users as organizations are focusing on data driven decisions and getting desired information without heavily relying on technology teams.

BALANCING COMPLIANCE AND INNOVATION

We continue to enhance our enterprise ERP and other systems for adequate controls with need-to-know basis authorizations. Striking a balance between operational efficiency and Compliance is difficult but we try to build automated control or simplify processes to ensure operational efficiency is not impacted. We also monitor every compliance through a tracking tool which gets updated with any change in statutory revisions.





TO CREATE AN APPLICATION AS ROBUST AS POSSIBLE, SECURITY-BY-DESIGN IS NEEDED

SAURABH SARKAR, HEAD IT INFRA AND SECURITY, VALVOLINE CUMMINS PVT. LTD.

PIONEERING THE FUTURE

Nowadays, we would be unable to function without the Internet Cloud. In the realm of cybersecurity, cloud security is the most crucial element in ensuring the safety and security of our data. There are best practices that must be judiciously followed to guarantee this. Many of us believe that when we choose any cloud service, the cloud service provider automatically provides security. But this isn't the reality. To take advantage of the cloud's built-in security capabilities, we must create and specify our own security architecture and setup.

To build an application as strong as feasible, it is better to start with Security-By-Design, or designing your application's architecture with security features in mind from the outset. Since authorization and authentication constitute the foundation of shielding, establish the access control list matrix (ACL) for interactive users using the least privilege principle and Role-Based Access Control (RBAC). Use Web Application Firewalls (WAF) or an API management solution for non-interactive users, such as service accounts used in batch applications, schedulers, or API communication.

Hardening all cloud resources, including operating systems, virtual machines, databases, load balancers, application firewalls, identity and access management, etc., is a crucial aspect that needs to be considered. Modify every default setting, especially the ports. To ensure the security of data in transit, particularly against Man-in-the-Middle (MitM) attacks, it is recommended to utilize TLS 1.2 or higher protocols in conjunction with robust SSL.

Disk level encryption, or at the very least AES 256 or higher methodology with regular rotation of strong encryption keys, is recommended as part of protecting data in transit. Use a key vault with Hardware Security Module (HSM) if at all possible. Encrypting data at rest and in transit provides an additional layer of security, ensuring that sensitive information is protected even if it is intercepted.

As part of DevSecOps, always scan your code and images using standard SAST (Static Application Security Testing) or DAST (Dynamic Application Security Testing) and image scanning tools before pushing code to CI/CD pipeline threads. This proactive approach helps identify and mitigate vulnerabilities early in the development process, reducing the risk of security breaches.

Additionally, implementing continuous monitoring and logging is essential for maintaining cloud security. Utilize cloud-native monitoring tools and third-party solutions to keep an eye on your infrastructure, applications, and data. Set up alerts for suspicious activities and regularly review logs to detect and respond to potential threats promptly.

Finally, conduct regular security audits and penetration testing to assess the effectiveness of your security measures. This helps identify weaknesses and areas for improvement, ensuring that your cloud environment remains secure against evolving threats.

By following these best practices and recommendations, you can significantly enhance the security of your cloud environment, protecting your data and maintaining the trust of your stakeholders.

NAVIGATING THE ETHICAL LANDSCAPE OF ARTIFICIAL INTELLIGENCE (AI): ADDRESSING BIAS FOR EQUITABLE AI

RISHI MEHTA, PRESIDENT AND CEO, WAISL LIMITED

THE ETHICAL IMPERATIVES OF AI

AI technologies are embedded in various sectors, including healthcare, finance, law enforcement, hospitality, education, etc. These applications highlight the potential benefits of AI, such as improved efficiency, enhanced decision-making, and the ability to solve complex problems. However, they also raise significant ethical concerns, particularly regarding bias:

1. Bias and Fairness: AI systems can perpetuate and even amplify existing biases present in their training data.

2. Privacy and Surveillance: The pervasive use of AI in data collection and analysis poses significant threats to individual privacy. AI-driven surveillance systems can infringe on personal freedom, and the misuse of personal data can lead to identity theft and other malicious activities.

3. Accountability and Transparency: Determining who is responsible for the actions and decisions made by AI systems is challenging. The "black box" nature of many AI algorithms makes it difficult to understand how decisions are made, leading to accountability issues. For example, AI-driven hiring tools have been found to exhibit gender and racial biases. A well-known case involved an AI hiring tool that favoured male candidates over female candidates for technical roles because it was trained on resumes predominantly from male applicants.

4. Autonomy and Control: The deployment of autonomous systems, such as self-driving cars and drones, raises questions about human control and oversight. Ensuring that these systems can be overridden or controlled by humans is essential for safety and ethical governance.

UNDERSTANDING AI BIAS

AI bias occurs when AI systems produce results that are systematically prejudiced due to erroneous assumptions in the machine learning process. Bias in AI can manifest in various forms, including:

1. Algorithmic Bias: When the algorithms themselves are inherently biased due to the design choices made by developers like the above examples of the hiring process algorithm and facial recognition algorithm. This bias or mistake is not done on purpose but happens due to oversight, sub-conscious bias on part of developers and testers.

2. Data Bias: When the training data used to develop AI systems reflects historical biases and inequalities, leading to biased outcomes. For instance, predictive policing systems have been shown to target minority communities disproportionately, as seen in an analysis of a system implemented in a few cities around the world like Chicago etc., which reinforced existing racial biases in law enforcement.

3. Deployment Bias: When AI systems are applied in ways that disproportionately affect certain groups, often exacerbating existing disparities.

Conclusion

The ethical challenges posed by AI bias are significant, but they are not insurmountable. By acknowledging the existence of bias and actively working to mitigate it, we can develop AI systems that are fairer, more transparent, and more equitable. Ensuring that AI technologies serve all members of society, regardless of background, is an ethical imperative that requires collaboration among technologists, policymakers, ethicists, and the public. Through concerted efforts, we can harness the power of AI to create a more just and inclusive future.





WEBEL, A CERT-IN EMPANELLED ISMS AUDITOR - EMPOWERING THROUGH EXPERTISE

SANJAY KUMAR DAS, MANAGING DIRECTOR, WEBEL & ADDITIONAL SECRETARY, IT&E DEPT, GOVT. OF WEST BENGAL

TRAVERSING THE DIGITAL FRONTIER

For the fiscal year 2024-25, M/s WBEIDCL's (a.k.a. Webel) priority is to invest heavily in emerging technology driven business, viz. Video Analytics in CCTV deployment; Infrastructure Security in turn-key network solutions; 3D-printing; IoT and IIoT deployment; customized AI solutions for public & private sector and industry-oriented skilling.

INFUSING TRUST IN A DIGITAL REALM

Webel operates mostly in the B2G and B2B eco-system. Here, trust is an important pre-requisite, because organisational customers do not scale easily. Turn-Around-Time (TAT) in both service delivery and revenue-sharing are dependent upon service-response-time. Even in case of emerging technology driven service-delivery, these aspects take centre-stage. WEBEL ensures that customers are adequately oriented and skilled to promptly ascertain service-need, so that service-response-time is minimized.

DRIVING GROWTH IN THE AGE OF INNOVATION

The answer lies in steadfastly pursuing a cyclic act of ASSESSMENT – UPSKILLING – ASSESSMENT – RESKILLING – ASSESSMENT–... The upward curve in the skillsets of the CXOs is the first step towards leading a technology company in the future, sustainably. Webel's leadership has industry-leading skillsets to foster, drive and scale growth in technology-driven business and beyond.

PIONEERING THE FUTURE

Post DPDP Act 2023, 'Data Privacy' has been forcing organisations (who are de-jure 'Data Fiduciary') to adopt the practice of pre-emptive compliance. Once the rules are notified, an exponential growth in 'Data Privacy' compliance will disrupt every business vertical as most of them are under-prepared. The need to Recruit, Upskill and Compliance will also add value to the ecosystem as this need will transform into demand and demand into a profitable business opportunity. WEBEL is already ahead of the curve with her association with DSCI, EC-Council and other leading data-privacy skill-enhancing leaders in the eco-system.

BALANCING COMPLIANCE AND INNOVATION

WEBEL has adopted a three-pronged approach. Being a CERT-In empanelled ISMS Auditor; WEBEL is 'training, skilling and complying.' As a leader in the technology-skilling arena, WEBEL has upskilled her human resources in data privacy compliance for own requirements as well as that for various other government, public & private enterprises. WEBEL's capability as an enabler ensures that the R&D Labs, Centres for Excellence and CIIs like Data Centres, NOC & SOC et al could seamlessly function, remaining compliant with the DPDP Act 2023 and other international statutes in vogue.

SCALING UP DIGITAL TRANSFORMATION EFFORTS TO ENHANCE CLIENT EXPERIENCES AND OPTIMIZE OPERATIONS

SIVA SUBRAMANIAN LOGANATHAN, TECHNOLOGY LEADER, WNY CONSULTING MINDS

TRAVERSING THE DIGITAL FRONTIER

The key priorities for businesses in the fiscal year 2024-25 are likely to revolve around leveraging technology to enhance efficiency, agility, and resilience. Here are some potential priorities:

Digital Transformation: Accelerating digital transformation initiatives to streamline operations, improve customer experiences, and adapt to changing market dynamics.

Data Security and Privacy: Strengthening cybersecurity measures to protect sensitive data from evolving threats and ensuring compliance with regulations.

AI and Automation: Investing in artificial intelligence (AI) and automation technologies to optimize processes, drive innovation, and gain competitive advantages.

Cloud Adoption: Increasing reliance on cloud computing services for scalability, flexibility, and cost efficiency.

Remote Work Infrastructure: Enhancing remote work infrastructure to support a hybrid workforce model and ensure seamless collaboration and productivity.

INFUSING TRUST IN A DIGITAL REALM

In a digital-first landscape, cultivating customer trust amidst evolving expectations for seamless omnichannel interactions requires a comprehensive approach that prioritizes transparency, security, and personalized experiences. Here's how organizations can achieve this: Prioritizing transparency, security, personalization, consistency, responsiveness, feedback, and community engagement, organizations can cultivate customer trust in a digital-first landscape while delivering seamless omnichannel experiences that exceed evolving expectations.

PIONEERING THE FUTURE

Embracing talent development, digital transformation, innovation, customer-centricity, agility, collaboration, risk management, and performance measurement, organizations can effectively navigate the complexities of the modern business landscape and drive sustainable growth in the face of rapid technological evolution.

BALANCING COMPLIANCE AND INNOVATION

Balancing compliance requirements with the imperative for operational efficiency and innovation is indeed a critical challenge for organizations, especially in an era where data privacy and security are paramount concerns.

By adopting an integrated approach to governance, embedding privacy and security into the fabric of operations, leveraging data protection technologies, fostering a culture of compliance and accountability, collaborating with regulators and partners, and innovating ethically, organizations can strike a balance between compliance requirements and the imperative for operational efficiency and innovation in an era where data privacy and security are paramount concerns.





WOMEN ARE MAKING SIGNIFICANT STRIDES IN TECHNOLOGY LEADERSHIP

Women in technology leadership roles have been increasingly recognized for their contributions and impact on the industry. This recognition spans various sectors, including software development, cybersecurity, data science, and artificial intelligence. Despite the historical underrepresentation of women in tech, there has been significant progress, with many women leading major tech companies, startups, and innovative projects.

This increase in women in tech leadership is beneficial for several reasons. Studies have shown that companies with diverse leadership teams outperform those. Women leaders bring different perspectives and experiences to the table, which can lead to more creative solutions and a better understanding of the customer base.

The Brand Book has witnessed the growing evidence that shows how women leadership in technology are bringing business value. Companies with a mix of backgrounds and experiences in leadership are even stronger. This includes diversity in race, ethnicity and other factors. When women see successful female leaders in tech, it inspires them to pursue similar paths. This helps build a stronger pipeline of future talent for the industry.

The tech industry has historically been male-dominated, with women comprising only 28% of the workforce. The inclusion of women in tech not only fosters diversity but also drives innovation and enhances business solutions through the unique perspectives and skillsets they bring.

Digitalization has indeed revolutionized many aspects of life, empowering individuals and communities worldwide. Women, in particular, have benefited from this transformation in significant ways, leveraging their social skills alongside advanced digital literacy to make impactful contributions across various sectors.

While the representation of women in the tech industry has increased over the years, the number of women in leadership positions has not kept pace. This imbalance is not only unfair but also detrimental to the industry as a whole. Women play crucial roles in every sphere of the tech industry, from science and technology to management and innovation. Their contributions are vital, and ensuring they are adequately represented in leadership positions is essential for fostering a more inclusive and innovative tech landscape.

A growing body of research consistently shows that diverse teams perform better and are more innovative. Leaders in the Technology, Media, and Telecommunications (TMT) industry are increasingly acknowledging that diverse workforces and executive teams are not just equitable but also beneficial for business outcomes.

BRAND BOOK is taking a commendable step towards recognizing and embracing the potential of women leaders in tech. True empowerment for women is achieved when they have the opportunity to gain digital literacy and access to education, jobs, networking opportunities, and information. By harnessing the power of technology to foster equity, we can ensure that no one is left behind.

The growing trend of women in business is a positive development with far-reaching benefits for individuals and society. By empowering women through education, supportive policies, access to resources, and mentorship, we can foster an environment where women thrive in business. This not only enhances economic growth and innovation but also drives social development and creates a more equitable and inclusive world.

As we continue to embrace digital transformation, it is essential to support and promote initiatives that further enhance women's digital capabilities and ensure their equal representation in all areas of technology and innovation.

Here are some of the top women executives from India who are leading the way in the IT industry:





50 WOMEN IN TECHNOLOGY LEADERSHIP

NAME

AANANDITA BHATNAGAR
ANJALI JONEJA AMAR
ANNAPURNA VISHWANATHAN
APARNA KUMAR
ARUNDHATI BHATTACHARYA
BIPASHA CHAKRABARTI
DAISY CHITILAPILLY
DEBJANI GHOSH
DEEPA MADHAVAN
GITU BHATNAGAR
HARLEEN SACHDEVA
HARMEEN MEHTA
INA BANSAL
IRINA GHOSE
KASHISH DAYA KAPOOR
KOMAL SOMANI
LATA SINGH
LEENA NAIR
MADHU MUNSHI MALHOTRA
MINARI SHAH
MITALI SARKAR
MONIKA GUPTA
NEELAM DHAWAN
NEHA JAIN
NIVRUTI RAI
NUPUR GUPTA
PRATIVA MOHAPATRA
PREETI GUPTA MOHANTY
PURNIMA SAHNI MOHANTY
RADHA VEMBU
RADHIKA AGARWAL
REBECCA KURIAN
REEMA JAIN
ROSHNI NADAR MALHOTRA
SABINA CHOPRA
SARAH GIDEON
SHARDA TICKOO
SHARMILA KARVE
SHAVETA WADHERA
SHIVANI ARNI
SINDHU GANGADHARAN
SNEHA HIRANANDANI
SRILALITHA GOPAL
SUCHARITA MUKHERJEE
SWATI DHAWAN BHARGAVA
TANYA DAVE
TUHINA PANDEY
UPASANA TAKU
VANI KOLA
VIDHYA VEERARAGHAVAN

DESIGNATION

DIRECTOR, CORPORATE COMMUNICATIONS
VP & COUNTRY HEAD-INDIA & SAARC
CIO
CIO
CEO
DIRECTOR COMMUNICATIONS
PRESIDENT
PRESIDENT
VP, INDIA COUNTRY HEAD
SR. DIRECTOR MARKETING
HEAD COMMUNICATIONS - INDIA, KOREA & TAIWAN
CDO & INNOVATION OFFICER
HEAD OF COMMUNICATION - INDIA, PHILIPPINES & THAILAND
MD
HEAD - HR
INDEPENDENT DIRECTOR & CMO
GIC- STRATEGIC PARTNER LEADER
GLOBAL CEO
CTO
DIRECTOR - INTERNATIONAL (APAC, EU, LATAM), OWNED CONTENT & CHANNELS
HEAD OF COMMUNICATIONS -APAC
VP
INDEPENDENT DIRECTOR
HEAD OF COMMUNICATIONS -APAC
MD & CEO
CO-FOUNDER
VP & MD
VP - FINANCE
GROUP HEAD, COMM.
CO-FOUNDER
FOUNDER & CEO
VP
CISO
CHAIRPERSON
FOUNDER
VP CORPORATE AFFAIRS & HEAD OF CORP COMM.
COUNTRY MANAGER- INDIA & SAARC
GLOBAL DIVERSITY LEADER
MD
DEPUTY GROUP CISO
MD
GLOBAL CIO
MD
CO-FOUNDER & CEO
CO-FOUNDER
HEAD OF CORPORATE COMMUNICATIONS
CMO & DIRECTOR MARKETING & COMMUNICATIONS
CO-FOUNDER
MD
VP - AI STRATEGY & BUSINESS PLANNING

COMPANY

NETAPP INDIA
CLOUDFLARE
CUMMINS INDIA
STATE BANK OF INDIA
SALESFORCE INDIA
META
CISCO INDIA & SAARC
NASSCOM
GENESYS
ORACLE INDIA
HEWLETT PACKARD ENTERPRISE
BRITISH TELECOM
LOCKHEED MARTIN
MICROSOFT INDIA
NEC CORPORATION INDIA
ESDS SOFTWARE SOLUTION
IBM CONSULTING
CHANEL
ZUNO GENERAL INSURANCE
AMAZON
BP INDIA
CAPGEMINI
ICICI BANK
AMERICAN TOWER
INVEST INDIA
NIRA FINANCE
ADOBE INDIA
SCHNEIDER ELECTRIC
AMAZON WEB SERVICES
ZOHIO CORPORATION
KINDLIFE.IN
ENTROPIK TECH
HERO MOTOCORP
HCL CORPORATION
YATRA ONLINE
FLIPKART
TREND MICRO
PWC INDIA
ACCENTURE CONSULTING
MAHINDRA GROUP
SAP LABS INDIA
CIPLA
TVS-ELECTRONICS
KALEIDOFIN
CASHKARO
INTEL CORPORATION
IBM INDIA & SOUTH ASIA
MOBIKWIK
KALAARI CAPITAL
STANDARD CHARTERED BANK



WOMEN POWER



AANANDITA BHATNAGAR

DIRECTOR, CORPORATE
COMMUNICATIONS
NETAPP INDIA



**ANJALI JONEJA
AMAR**

V.P & COUNTRY HEAD - INDIA
& SAARC
CLOUDFLARE



**ANNAPURNA
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CIO
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APARNA KUMAR

CIO
STATE BANK OF INDIA



**ARUNDHATI
BHATTACHARYA**

CEO
SALESFORCE INDIA



**BIPASHA
CHAKRABARTI**

DIR. COMMUNICATIONS
META



**DAISY
CHITILAPILLY**

PRESIDENT
CISCO INDIA & SAARC



DEBJANI GHOSH

PRESIDENT
NASSCOM



DEEPA MADHAVAN

VP, INDIA COUNTRY HEAD
GENESYS



GITU BHATNAGAR

SR. DIRECTOR MARKETING
ORACLE INDIA



HARLEEN SACHDEVA

HEAD COMMUNICATIONS-
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HEWLETT PACKARD
ENTERPRISE



HARMEEN MEHTA

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LOCKHEED MARTIN



IRINA GHOSE

MD
MICROSOFT INDIA



**KASHISH DAYA
KAPOOR**

HEAD - HR
NEC CORPORATION INDIA



KOMAL SOMANI

INDEPENDENT DIRECTOR
& CMO
ESDS SOFTWARE SOLUTION



LATA SINGH

GIC- STRATEGIC PARTNER
LEADER
IBM CONSULTING



LEENA NAIR

GLOBAL CEO
CHANEL



**MADHU MUNSHI
MALHOTRA**

CTO
ZUNO GENERAL INSURANCE



MINARI SHAH

DIRECTOR - INTERNATIONAL
(APAC, EU, LATAM), OWNED
CONTENT & CHANNELS
AMAZON



MITALI SARKAR

HEAD OF
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BP INDIA



MONIKA GUPTA

VICE PRESIDENT
CAPGEMINI



NEELAM DHAWAN

INDEPENDENT DIRECTOR
ICICI BANK



NEHA JAIN

HEAD OF
COMMUNICATIONS - APAC
AMERICAN TOWER



NIVRUTI RAI

MD & CEO
INVEST INDIA

IN TECHNOLOGY



NUPUR GUPTA
CO-FOUNDER
NIRA FINANCE



PRATIVA MOHAPATRA
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ADOBE INDIA



PREETI GUPTA MOHANTY
V.P.- FINANCE
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REBECCA KURIAN
VICE PRESIDENT
ENTROPIK TECH



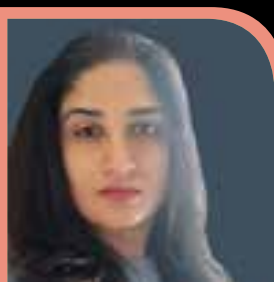
REEMA JAIN
CIDO
HERO MOTOCORP



ROSHNI NADAR MALHOTRA
CHAIRPERSON
HCL CORPORATION



SABINA CHOPRA
FOUNDER
YATRA ONLINE



SARAH GIDEON
V.P CORPORATE AFFAIRS &
HEAD OF CORP COMM.
FLIPKART



SHARDA TICKOO
COUNTRY MANAGER- INDIA
& SAARC
TREND MICRO



SHARMILA KARVE
GLOBAL DIVERSITY LEADER
PWC INDIA



SHAVETA WADHERA
MD
ACCENTURE CONSULTING



SHIVANI ARNI
DEPUTY GROUP CISO
MAHINDRA GROUP



SINDHU GANGADHARAN
MD
SAP LABS INDIA



SNEHA HIRANANDANI
GLOBAL CIO
CIPLA



SRI LALITHA GOPAL
MD
TVS-ELECTRONICS



SUCHARITA MUKHERJEE
CO-FOUNDER & CEO
KALEIDOFIN



SWATI DHAWAN BHARGAVA
CO-FOUNDER
CASHKARO



TANYA DAVE
HEAD OF CORPORATE
COMMUNICATIONS
INTEL CORPORATION



TUHINA PANDEY
CMO & DIRECTOR MARKETING
& COMMUNICATIONS
IBM INDIA & SOUTH ASIA



UPASANA TAKU
CO-FOUNDER
MOBIKWIK



VANI KOLA
MD
KALAARI CAPITAL



VIDHYA VEERARAGHAVAN
VP- AI STRATEGY & BUSINESS
PLANNING
STANDARD CHARTERED BANK

TECHNOLOGY



AALOK KUMAR

CORPORATE OFFICER AND SR. VP-HEAD
OF GLOBAL SMART CITY BUSINESS, NEC
CORPORATION, AND PRESIDENT & CEO,
NEC CORPORATION INDIA



ALOK OHRIE

PRESIDENT & M.D.
DELL TECHNOLOGIES



AMIT CHADHA

CEO & MD
L&T TECHNOLOGY SERVICES LTD.



ANIL AGGARWAL

CHAIRMAN
VEDANTA RESOURCES LTD.



ANIL KUMAR LAHOTI

Chairman
TRAI (Telecom Regulatory
Authority of India)



ARJUN MALHOTRA

CHAIRMAN
MAGIC SOFTWARE INC



**ARUNDHATI
BHATTACHARYA**

CHAIRPERSON & CEO
SALESFORCE INDIA



ASHISH KUMAR CHAUHAN

MD & CEO
NSE (NATIONAL STOCK EXCHANGE
OF INDIA LTD.)



B.V.R.SUBRAHMANYAM

CEO & MD
NITI AAYOG



BHAVISH AGGARWAL

CO-FOUNDER & CEO
OLA CABS



CP GURNANI

CO-FOUNDER
ALONOS



DAISY CHITILAPILLY

PRESIDENT
CISCO SYSTEMS INDIA PVT. LTD.



DEBJANI GHOSH

PRESIDENT
NASSCOM



DEEPAK SHARMA

MD & CEO
SCHNEIDER ELECTRIC



DILIP ASBE

MD & CEO
NPCI (NATIONAL PAYMENTS
CORPORATION OF INDIA)



DR. ARVIND GUPTA

CO-FOUNDER AND HEAD
DIGITAL INDIA FOUNDATION



DR. SANJAY BAHL

DIRECTOR GENERAL
CERT-IN (Indian Computer
Emergency Response Team)



GAUTAM ADANI

CHAIRMAN
ADANI GROUP



**GIRISH
MATHRUBOOTHAM**

CEO & FOUNDER
FRESHWORKS



HARSH JAIN

CEO & MD
DREAM11



**KUMAR MANGALAM
BIRLA**

CHAIRMAN
VODAFONE IDEA LTD.



MADHABI PURI BUCH

CHAIRPERSON
SEBI (Securities and Exchange
Board of India)



MUKESH D. AMBANI

CHAIRMAN
RELiance JIO INFOCOMM LTD.



NANDAN NILEKANI

CO-FOUNDER & CHAIRMAN
INFOSYS LTD.



**NATARAJAN
CHANDRASEKARAN**

CHAIRMAN
TATA SONS PVT. LTD.

ICONS OF INDIA



NEERAJ MITTAL
SECRETARY
DIGITAL COMMUNICATIONS
COMMISSION



NIKHIL RATHI
FOUNDER & DIRECTOR
WEB WERKS INDIA PVT.LTD.



PRATIVA MOHAPATRA
VP & MD
ADOBE INDIA



PUNEET CHANDOK
PRESIDENT
MICROSOFT CORPORATION (I)
PVT. LTD.



**RAJENDRA SINGH
PAWAR**
FOUNDER, COFORGE (FORMERLY
KNOWN AS NIIT TECHNOLOGIES)



RAJESH NAMBIAR
CHAIRMAN & MD
COGNIZANT INDIA



RAJIV MEMANI
CHAIRMAN &
MANAGING PARTNER
EY INDIA



RAMESH NATRAJAN
CEO
REDINGTON LTD.



RISHAD PREMJI
EXECUTIVE CHAIRMAN
WIPRO LIMITED



RITESH AGARWAL
FOUNDER & CEO
OYO HOTELS & HOMES



**ROSHNI NADAR
MALHOTRA**
CHAIRPERSON & CEO
HCL TECHNOLOGIES LTD.



S KRISHNAN
SECRETARY
MEITY (Ministry of Electronics and
Information Technology)



SACHIN BANSAL
CHAIRMAN
NAVI TECHNOLOGIES LTD.



SANDIP PATEL
MD
IBM INDIA PVT. LTD.



SANJAY GUPTA
COUNTRY HEAD & VP
GOOGLE INDIA PVT. LTD.



SANJAY NAYAR
PRESIDENT
ASSOCHAM



SANTHOSH VISWANATHAN
VP & MD, INDIA REGION
INTEL SOLUTIONS & SERVICES INDIA
PVT. LTD.



SHAILENDER KUMAR
MD
ORACLE INDIA PVT.LTD.



SHAKTIKANTA DAS
GOVERNOR
RESERVE BANK OF INDIA



SOM SATSANGI
MD
HEWLETT PACKARD ENTERPRISE
INDIA PVT. LTD.



SRIDHAR VEMBU
CEO
ZOHU CORPORATION PVT. LTD.



SUNIL BHARTI MITTAL
CHAIRPERSON
BHARTI ENTERPRISES LIMITED



SUNIL VACHANI
EXECUTIVE CHAIRMAN
DIXON TECHNOLOGIES INDIA LTD.



**VIJAY SHEKHAR
SHARMA**
FOUNDER & CEO
ONE97 COMMUNICATIONS LTD.



VINAY SINHA
MD-SALES (INDIA MEGA REGION)
AMD INDIA PVT. LTD.



AALOK KUMAR

Aalok Kumar is celebrated as a global leader and recipient of the People CEO of the Year award. He holds dual roles as Corporate Senior Vice President and Head of Global Smart City Business at NEC Corporation, Japan (HQ), and as President and CEO of NEC Corporation India. Aalok has driven transformative changes within NEC India, enhancing the brand, products, and business both internally and externally. His leadership spans diverse sectors including smart cities, logistics, transportation, communication technologies, healthcare, and a significant global delivery center catering to the needs across the NEC group. Aalok actively fosters strategic partnerships with major public and private sector entities, aligning closely with NEC's vision of "In India, for India and From India, for Global."



ALOK OHRIE

Alok Ohrie leads Dell Technologies' India business, overseeing Sales, Business Strategy and Development, Operations, Marketing, Manufacturing, and Government Engagements. He has been instrumental in transforming Dell Technologies into a comprehensive technology solution provider. Alok serves as a Permanent Director and Chair on the Board of Dell Technologies India and is also a board member of the Data Security Council of India (DSCI). He is a member of the Executive Council of NASSCOM and the Steering Committee of the Indian Retail Forum. Additionally, Alok plays a pivotal role in the Government of India's Atal Innovation Mission as a 'Super Mentor'.



AMIT CHADHA

Amit Chadha serves as the CEO and Managing Director of L&T Technology Services (LTTS), where he provides business and technology leadership, market direction, and strategic vision to enhance the company's performance. With over 25 years of influential experience in the engineering services industry, Amit has been a pioneer in promoting engineering and IT outsourcing services from India. He led LTTS' executive management team in overseeing the organization's business and strategy implementation. As CEO, Amit has transformed LTTS into a billion-dollar digital engineering and technology powerhouse, showcasing leadership in emerging technologies and fostering a culture of innovation, with patent filings quadrupling under his tenure.



ANIL AGARWAL

Anil Agarwal, the Founder and Chairman of Vedanta Resources Ltd., is renowned as the Metal King. He controls Vedanta Resources through Vulcan Investments, which holds a 100% stake in the company. Under his dynamic leadership, Vedanta has transformed from a domestic Indian mining company into a global natural resources powerhouse. The company now boasts a world-class portfolio of assets in oil & gas, zinc, silver, aluminum, copper, nickel, iron & steel, and power, all of which generate strong cash flows. Anil Agarwal's strategy involved acquiring undervalued assets and turning them into profitable ventures. Key acquisitions include BALCO, Hindustan Zinc Limited (HZL), and Cairn India, which significantly boosted Vedanta's portfolio in various sectors.



ANIL KUMAR LAHOTI

Anil Kumar Lahoti, Chairman, Telecom Regulatory Authority of India (TRAI) is an officer of the Indian Railway Service of Engineers from the 1984 batch. He had superannuated as Chairman & CEO, Railway Board on 31st August 2023 after a career spanning about 37 years Indian Railway. Post his retirement, Ministry of Railway had appointed him to a One-Man Expert Committee for improvement in inspection and maintenance of track. Lahoti initiated several reforms in execution of infrastructure projects and took several initiatives to modernize and mechanize track maintenance on Indian Railways.



ARJUN MALHOTRA

Arjun Malhotra, the Chairman of Magic Software Inc., is widely recognized for co-founding the HCL Group in 1975 and overseeing its operations and new initiatives. He has a history of successful ventures, including TechSpan which merged with Headstrong. He has an experience of over 42 years in the technology and IT sector across both private and public companies. Arjun Malhotra has also joined the data and cloud-first startup, Altysys as the chairman of the advisory board. Currently, Malhotra is leveraging his experience to drive innovation in education through Magic Software Inc., which focuses on the EdTech sector.



ARUNDHATI BHATTACHARYA

Arundhati Bhattacharya serves as the Chairperson and CEO of Salesforce India. In her role, Arundhati oversees the growth strategy of the company and plays an integral role in defining Salesforce's relationship with the ecosystem of customers, partners and community across India. A retired Indian banker, she previously held the position of Chairperson at the State Bank of India, becoming the first woman to do so. In 2016, Forbes ranked her as the 25th most powerful woman in the world. She has been ranked 26th in the fourth edition of Fortune's World 50 Greatest Leaders list, becoming the only Indian corporate leader to be featured in the list.



B.V.R. SUBRAHMANYAM

A 1987 batch (Chhattisgarh cadre) Indian Administrative Service Officer, B.V.R. Subrahmanyam has been appointed the CEO of NITI Aayog. Over the past three decades, he has held significant assignments in Madhya Pradesh, Chhattisgarh, and Jammu & Kashmir, as well as a stint at The World Bank. He has been Secretary in the Ministry of Commerce & Industry, Chief Secretary, Jammu & Kashmir, Principal Secretary, Government of Chhattisgarh, and has held positions in the Prime Minister's Office. Subrahmanyam is known for his focus on driving India's growth and development. One of his key initiatives is the "Growth Hub" program which aims to unlock the economic potential of 20 Indian cities.



ASHISH KUMAR CHAUHAN

Ashish kumar Chauhan, an Indian business executive and administrator, is the CEO of the National Stock Exchange of India (NSE). Prior to this role, he served for a decade as the Managing Director and Chief Executive Officer of the Bombay Stock Exchange (BSE). Chauhan is also the Chancellor of the University of Allahabad and is renowned as the father of modern financial derivatives in India for his work at NSE. Additionally, he is a member of the Board of Governors at IIM Raipur, the Gokhale Institute of Politics and Economics, and the Arun Jaitley National Institute of Financial Management. Ashish Chauhan also serves on several government and regulatory committees.



BHAVISH AGGARWAL

Indian entrepreneur Bhavish Aggarwal is the CEO of Ola, India's largest mobility platform, which operates in over 250 cities across India, Australia, New Zealand, and the UK. He also founded Ola Electric and OlaKrutrim, an artificial intelligence (AI) company that became India's first AI unicorn with a \$1 billion valuation. Aggarwal serves as a board member at OlaMoney and Avail Finance. In 2018, he was named one of Time magazine's 100 Most Influential People. Continuing the legacy, Bhavish has been recognizing the potential of electric vehicles, Aggarwal spearheaded the launch of Ola Electric, a subsidiary focused on electric scooters and future plans for electric cars.



CP GURNANI

Former Managing Director and CEO of the well-known IT service company – Tech Mahindra, Prior to Tech Mahindra, he was the Founder and CEO of Perot Systems India Limited. CP Gurnani is now the Co-founder of AlonOS, which is at the forefront of AI innovation and dedicated to revolutionizing how businesses operate and thrive in the digital age. Gurnani was the Chairman of NASSCOM for the year 2016-2017. He has also been part of the Indian Prime Minister's CEO delegations to multiple countries. They leverage AI solutions, including generative AI, to provide businesses with data-driven decision-making capabilities through a Software-as-a-Service (SaaS) platform.



DAISY CHITILAPILLY

Daisy Chittilapilly is the President of Cisco's India and SAARC region. In this role, she oversees strategy and sales, operations, and investments to drive long-term growth. With over 25 years of experience in the technology industry, including 19 years in leadership roles at Cisco, Daisy has a strong track record of transforming operations and cultures to achieve scalable growth. Spearheaded Cisco's digital transformation agenda, aligning Cisco's offerings and ecosystems to emerging opportunities in digital. Prior to joining Cisco, she held various sales management positions at Wipro Limited. Daisy is a member of the Executive Council for NASSCOM and serves as the Co-Chair of the FICCI National Committee for Artificial Intelligence and Digital Transformation.



DEBJANI GHOSH

Debjani Ghosh is the President of the National Association of Software & Services Companies (NASSCOM), the first woman to hold this position in the organization's three-decade history. A veteran of the technology industry, she is the fifth president of NASSCOM and the first woman at the helm in three-decade history. In this role, she collaborates closely with industry and government to accelerate growth and bolster India's status as a hub for innovation and digital talent. A strong advocate for the transformative power of technology, she focuses on leveraging it for societal benefit. Debjani played a key role in developing the 'Think Digital, Think India' strategy, aimed at positioning India as a leader in digital talent and innovation.



DEEPAK SHARMA

Deepak Sharma spearheads Schneider Electric India. He brings with him 30 years of experience with 25 years at Schneider Electric handling diverse roles based out of India, France, China, and the USA across Energy Management & Industrial Automation businesses. Deepak champions the usage & adoption of energy-efficient and green technologies. He aims to contribute towards a more sustainable, more electric, more digital business and societal environment. Deepak Sharma's leadership at Schneider Electric India is marked by a strong focus on sustainability, digital transformation, and energy efficiency. His vision and actions are driving positive change, positioning Schneider Electric as a key player in the transition towards a greener and more digital future.



DILIP ASBE

At present, Dilip Asbe is heading National Payments Corporation of India (NPCI), an umbrella organisation for operating retail payments and settlement systems in India. Earlier was the Chief Operating Officer of the organization. He has played a pivotal role in designing, building, operationalisation and management of large scale payment processing platforms like Unified Payments Interface (UPI), Bharat Interface for Money (BHIM), Immediate Payment Service (IMPS) and India's home grown card network RuPay. He has been involved in setting up payments infrastructure like National Electronic Toll Collection (NETC), RuPay international debit and credit card, Direct Benefit Transfer (DBT) platforms using Aadhaar Payments Bridge (APB).



DR. ARVIND GUPTA

Arvind Gupta is the Head and Co-Founder of the Digital India Foundation, a policy think tank focused on digital inclusion, smart cities, internet governance, data privacy and cybersecurity, and electronics manufacturing. He possesses significant expertise in consumer internet, digital media, payment systems, analytics, and the data economy. He also serves as an Adjunct Professor at IIT-BHU, where he teaches "Data and Digital Economy." Recognized as a top influencer, he has been featured on the Global FinTech Top 100 list and serves as a member of the World Economic Forum's Global Futures Council on Digital Economy & Society and as an OECD expert member on global value chains.



DR. SANJAY BAHL

Dr Sanjay Bahl has around four decades of experience in the ICT industry. Sanjay has broad and deep skills and knowledge encompassing unique experiences in technology, business, global trade, and policy in the private and public sectors along with academic, public policy and legal areas. He has been providing consultancy in the area of governance, risk, compliance, security, privacy, forensics, investigation and fraud management to some national level projects in India. As resource person for UN-APCICT, Dr. Bahl has delivered the security and privacy training module of the Academy of ICT Essentials for government leaders. He is also the member of various Security committees at National and International level.



GAUTAM ADANI

Gautam Adani is the Founder and Chairman of the Adani Group, which ranks among the top 3 industrial conglomerates in India. Gautam, a first-generation entrepreneur, is driven by the core philosophy of infusing "Growth with Goodness" through his nation-building vision. Each of the Group's businesses focuses on helping build world-class infrastructure capabilities to help accelerate the growth of India. Adani Group is constituted of 7 publicly listed entities with businesses spanning across Energy, Ports & Logistics, Mining & Resources, Gas, Defence & Aerospace and Airports. In each of its business areas, the Group has established leadership position in India.



GIRISH MATHRUBOOTHAM

Girish Mathrubootham is the Founder of Freshworks (previously known as Freshdesk). Since founding Freshworks in 2010, Mathrubootham has transformed Freshworks from a fledgling startup in Chennai into a leading SaaS company headquartered in San Mateo, with products that make it easy for every business to delight their employees and customers. Freshworks SaaS products are ready to go, easy to use and offer quick return on investment. Headquartered in San Mateo, California, Freshworks has a dedicated team operating from multiple global locations to serve over 67,000 customers throughout the world.



HARSH JAIN

Harsh Jain, the co-founder of Dream 11, the largest fantasy sports website in India, is in charge of the Indian fantasy sports platform. Dream Sports is India's leading sports technology company with over 220 Million users, housing brands such as Dream11, the world's largest fantasy sports platform, FanCode, a premier sports content & commerce platform and DreamSetGo, a sports experiences platform. Dream Sports is based in Mumbai and has a workforce of close to 1,000 'Sportans'. Founded in 2008, Dream Sports' vision is to 'Make Sports Better' for fans through the confluence of sports and technology. Recently, Harsh has been elected the Chairman of The Internet and Mobile Association of India (IAMI) the association.



KUMAR MANGALAM BIRLA

Kumar Mangalam Birla is an Indian billionaire industrialist, philanthropist, and the chairman of the Aditya Birla Group, one of the largest conglomerates in India. He is the chancellor of the Birla Institute of Technology & Science, Pilani and ex-chairman of Indian Institute of Management Ahmedabad. Aditya Birla Group chairman Kumar Mangalam Birla recently made a comeback to the board of Vodafone Idea as an additional director, nearly two years after he stepped down as the non-executive chairman of the telecom company in August 2021.



MADHABI PURI BUCH

Madhabi Puri Buch is the first-female chairperson of India's markets regulator Securities and Exchange Board of India (Sebi) since March 1, 2022. On 1 March 2022, Buch was appointed as the SEBI chairperson for a period of 3 years. In her first 100 days as the chairperson, she has brought about rapid changes in the organization, processes and regulation of the markets. Buch introduced the corporate system of KRAs to drive focussed action on areas that need attention the most with a special emphasis on cyber security and use of tech and data. She has driven the process of seeking extensive market feedback on any key policy changes.



MUKESH D. AMBANI

Mukesh Dhirubhai Ambani is an Indian businessman and the chairman and managing director of Reliance Industries. With an estimated net worth of \$113.7 billion as of March 2024, he is the richest person in Asia and 11th richest in the world. He initiated Reliance's backward integration journey – from textiles to polyester fibres and further on to petrochemicals and petroleum refining, then going upstream into oil and gas exploration and production. Mukesh Ambani is a member of The Foundation Board of the World Economic Forum. He is an elected Foreign Member of the prestigious United States National Academy of Engineering.



NANDAN NILEKANI

Nandan Nilekani is the Co-Founder and Chairman of Infosys Technologies Limited. He was the Founding Chairman of the Unique Identification Authority of India (UIDAI) in the rank of a Cabinet Minister from 2009-2014. Most recently, Nandan has co-founded and is the Chairman of EkStep, a not-for-profit effort to create a learner centric, technology based platform to improve basic literacy and numeracy for millions of children. He won The Economist Social & Economic Innovation Award for his leadership of India's Unique Identification initiative (Aadhaar). Nandan Nilekani is the author of "Imagining India". Time magazine listed him as one of the 100 most influential people in the world in 2006 & 2009.



NATARAJAN CHANDRASEKARAN

Natarajan Chandrasekaran (Chandra) is the Chairman of Tata Sons, the holding company and promoter of all Tata group companies. Chandra is an Indian businessman, and the chairman of Tata Sons. He was chief operating officer and executive director of Tata Consultancy Services, where in 2009, he became chief executive officer. He was also the chairman of Tata Motors and Tata Global Beverages. Chandra is on the International Advisory Council of Singapore's Economic Development Board. Chandra was conferred with the Padma Bhushan, one of the highest civilian awards in India, in the field of trade and industry in 2022.



DR. NEERAJ MITTAL

Dr. Neeraj Mittal, Secretary, Department of Telecommunications, a senior Indian Administrative Service Officer of Tamil Nadu cadre. He started his career as an IAS Officer in 1992. He has held various administrative positions in the fields of land and revenue management, mines and minerals, IT/Communications, e-governance. He has also served as Senior Advisor to the Executive Director in World Bank in Washington DC. He held important positions of CEO of Tamil Nadu Industrial Guidance and Export Promotion Bureau, Additional Chief Secretary, Information Technology and Digital Service Department and MD & CEO, Tamil Nadu Urban Finance and Infrastructure Development Corporation.



NIKHIL RATHI

Co-founder & CEO of Web Werks, a global leader in Data Centers and Cloud Services. Web Werks has partnered in 2021 with Iron Mountain Data Centers to enhance its presence pan India. Started in 1996, Web Werks has served several Fortune 500 companies with successful projects in the areas of Web Hosting, VPS Hosting, Colocation Services, Dedicated Servers, Cloud Platform and Disaster Recovery Services. Nikhil is also the founder of Neosoft Technologies, Next Star Venture Capital LLP and the largest Internet Exchange (IX) in India which later merged in the year 2017 to form DECIX in India. Under Nikhil's leadership, Web Werks has become a key player in the data center and cloud services industry, offering robust and scalable solutions to businesses across various sectors.



PRATIVA MOHAPATRA

Prativa Mohapatra is Vice President and Managing Director for Adobe India. In this role, she leads Adobe's India business across Adobe Experience Cloud, Adobe Creative Cloud and Adobe Document Cloud. Prativa is responsible for driving strategic planning, operations, customer interactions and shaping growth in the market. Prativa is a transformational leader with an incredible breadth of experience in driving business growth and adoption of disruptive technologies. Prior to joining Adobe, she served as Vice President of Digital Sales for IBM in the Asia Pacific region. An acknowledged industry leader, Prativa is passionate about building diverse teams and actively mentors women on their leadership journeys.



PUNEET CHANDOK

Puneet Chandok is President, Microsoft India & South Asia and is responsible for Microsoft's overall presence and business in the area. He leads the company's digital transformation in the era of AI and intelligent cloud. At Microsoft, Puneet drives the company's mission of 'empowering every person and every organization on the planet to achieve more'. He leads a team that is committed to accelerating India & South Asia's growth with AI and cloud at its core; and help businesses reimagine how they bring intelligent data and technology to create value for their customers in a digital-first world. Puneet has built and scaled several high growth technology businesses, in leadership positions at AWS, McKinsey and IBM. Puneet is part of the NASSCOM Executive Council, CII National Council, and Chairs CII's AI Council.



RAJENDRA SINGH PAWAR

Rajendra Singh Pawar is the Executive Chairman and Co-Founder of NIIT Limited, a leading Global Talent Development Corporation, and founder of the NIIT University, established with a vision of being the role model of learning, research, innovation and sustainability for the Knowledge Society. He is also Non-executive Chairman of NIIT Learning Systems Limited. Under his leadership, NIIT has played a key role in shaping the growth of the Indian IT sector, by creating skilled manpower to drive its momentum. Having revolutionized the IT Training industry, he is now involved in establishing an innovative model in Higher Education, the not-for-profit NIIT University.



RAJESH NAMBIAR

Rajesh leads the company's India associates and enhances relationships with the government and key policy-making bodies, as the EVP, Chairman and Managing Director of Cognizant India. Prior to joining Cognizant in 2020, Rajesh served as Chairman and President of Ciena India, a leading network solutions partner. He joined Ciena from IBM, where he led an \$8 billion application services practice. Rajesh chairs the Board of Directors of the Cognizant Foundation in India. He also serves as the Chairperson of NASSCOM, the premier trade association of Indian IT and BPO companies, and is a member of the global board of the US-India Strategic Partnership Forum.



RAJIV MEMANI

As Chair of the EY Global Emerging Markets Committee, Rajiv connects emerging markets with developed markets and each other so that emerging markets' voices are considered in key decisions. He is also the Chairman and Regional Managing Partner for EY India. He advises clients across sectors and works closely with several of the largest conglomerates, fast growing entrepreneurial companies and private equity funds in India. Prior to his current role, he established EY India's market-leading Strategy and Transactions practice. Previously, he worked in EY India Tax and Assurance Services in Singapore. Rajiv has been a part of several policy advisory committees constituted by Government of India.



RAMESH NATARAJAN

Ramesh Natarajan, CEO of Redington Limited, on overcoming 'technology friction' and realizing India's potential to become a global technology powerhouse by 2030. With two decades of experience in the information technology and services industry, Ramesh has deep understanding of the market and a strong strategic vision. The Company and its subsidiaries operate in India, the Middle East, Turkey, Africa and South Asia countries. The Company's segments include Distribution and Services. The Services segment includes logistics and support services. Its information technology products include Personal Computing & Printing; Commercial, Enterprise & Infrastructure; Cloud Services, and Software & Security.



RISHAD PREMJI

Rishad Premji is Executive Chairman of Wipro Limited, a \$11.3 billion global information technology, consulting, and business process services company, with over 245,000 employees in six continents. In his role as Executive Chairman, Rishad works closely with Wipro's leadership team in providing direction and strategic insight to the business. Rishad believes that the culture of an organization is its strongest asset, and has worked tirelessly to ensure that every Wiproite understands and upholds the values of Wipro, articulated as the Spirit of Wipro. Prior to joining Wipro, Rishad was with Bain & Company in London, and also worked with GE Capital in the US in the insurance and consumer lending spaces. He is a graduate of GE's Financial Management Program (FMP).



RITESH AGARWAL

Ritesh Agarwal is an Indian billionaire entrepreneur and the founder and CEO of OYO Rooms. He has also appeared in Shark Tank India since 2024. Agarwal's net worth is estimated to be around ₹16,000 crore as of March 2024. OYO, a global platform that empowers entrepreneurs and small businesses with hotels and homes by providing full stack technology that increases earnings and eases operations; bringing affordable and trusted accommodation that travellers can book instantly. He believed that everyone deserves a beautifully designed, chic and comfortable living space. And everyone deserves a better life. That's how OYO was launched in May 2013. OYO today is the world's leading chain of hotels, homes, and spaces.



ROSHNI NADAR MALHOTRA

Roshni Nadar Malhotra is the Chairperson of HCLTech, a leading global technology organization with a market capitalization of over \$50 billion, and the Chairperson of its CSR Board Committee. She is the first woman to lead a listed IT company in India. Roshni is also the Chairperson and driving force behind VidyaGyan, a leadership academy for meritorious rural students in Uttar Pradesh, and has been working towards nurturing future leaders from rural India who can be catalysts of change for their communities, villages, and the nation at large. According to IIFL Wealth Hurun India Rich List (2019), she is the richest woman in India. As a trailblazer for women in technology, Roshni advocates for increased gender diversity and inclusion in the corporate world. Her leadership sets a benchmark for fostering inclusive work environments.



S KRISHNAN

S Krishnan as the secretary for the electronics and information technology ministry (MeitY). Krishnan has, over the last 33 years, held various roles, including the finance secretary for the state of Tamil Nadu, and the CEO of the Tamil Nadu Infrastructure Board. Krishnan has envisioned as an umbrella programme by MeitY for leveraging AI as transformative technologies to foster inclusion, innovation, and adoption for social impact; the INDIAai portal is an all encompassing content repository for the INDIAai programme. Recently, Krishnan launched ERNET India's newly developed integrated web portal for educational institutes in the country. The portal to offer domain registration, DNS and value-added services viz. Website as a Service (WaaS) and Learning Management as a Service (LMaaS).



SACHIN BANSAL

Sachin Bansal is an Indian entrepreneur. He is best known as the founder of Flipkart. Bansal exited Flipkart following the Walmart deal. In December 2018, Bansal founded BACQ Acquisitions Private Limited, a venture that focused on building and acquiring technology-driven businesses in diverse industry verticals. Now Sachin is the Executive Chairman and Chief Executive Officer of Navi. Navi is an Indian financial services company founded by Sachin Bansal. In December 2019, Navi Technologies acquired Bengaluru-based technology consulting firm Maven Hive. Navi operates in the space of digital Loans, home loans, mutual funds, health insurance, digital gold and micro-loans. It currently has \$100 million in revenue with \$10 million in profit.



SANDIP PATEL

Sandip Patel is the Managing Director for IBM India & South Asia region. He is responsible for all of IBM's sales, marketing, services and delivery operations in the region, including Bangladesh, Nepal and Sri Lanka. In addition, Sandip also plays a key role in enabling capabilities across IBM's global missions in India, including research and innovation labs. Sandip took up this role in 2020 with a mandate to make IBM the number one hybrid cloud, AI, and consulting expertise company in India/South Asia. Most recently, Sandip was the General Manager for the Insurance industry at IBM. In this role, he was responsible for IBM's business across all brands in the Insurance industry, working extensively with Financial Services, Insurance and Healthcare clients in the US and globally.



SANJAY GUPTA

Sanjay Gupta is the Country Head and Vice President of Google India and leads teams that help businesses transform and grow by leveraging digital, with a focus on small and medium enterprises, women entrepreneurs, and start-ups. As a leader, Sanjay is focused on driving key initiatives under Google's mission in India of making the Internet helpful and safer for a billion Indians and driving efforts to make India a leading digital economy. Before Google, Sanjay was Managing Director of Star and Disney India where he played a pivotal role in extending Star's traditional television content to digital consumers through Hotstar.



SANJAY NAYAR

Sanjay Nayar is a senior finance professional in the Indian private investing landscape and has over three decades of experience in the Global financial markets. Sanjay founded and established KKR India operations in 2009 after leaving Citigroup. At KKR, Sanjay led investments of around USD 14 Billion in Private Equity, Real Estate, Infrastructure and Credit with Private equity being the largest at approximate USD 10 billion valuation. Prior to KKR, Sanjay worked across senior leadership positions in Citibank / Citigroup for 25 years in India, UK, and USA. In addition, he also serves as a Non-Executive Director at the new-age E-commerce company NYKAA.



SANTHOSH VISWANATHAN

Santhosh Viswanathan is the Vice President and Managing Director for the India region. Santhosh has started his journey at Intel as the Channel Account Manager. Santhosh is renowned for their commitment to meeting the needs of Intel's customers and their extensive leadership experience within the company. This strategic realignment positions Intel to capitalize on the immense potential offered by the Asia-Pacific and Indian markets, fostering growth and innovation while delivering exceptional value to its customers.



SHAILENDER KUMAR

Shailender Kumar is senior vice president and regional managing director for Oracle India. He is a committed leader with more than 30 years of experience building successful teams and running successful businesses. He drives Oracle's leadership in its core businesses such as cloud, delivers on the company's commitment to customer and partner success, and has built a team of professionals to serve the India ecosystem. Previously, Shailender led the Key Accounts program, which became one of Oracle India's most successful, and it continues to date.



SHAKTIKANTA DAS

Shaktikanta Das is serving as the current & 25th governor of the Reserve Bank of India. Shaktikanta Das, Former Secretary, Department of Revenue and Department of Economic Affairs, Ministry of Finance, Government of India assumed charge as the 25th Governor of the RBI, effective December 12, 2018. Shaktikanta has vast experience in various areas of governance in the last 38 years. Shri Das has held important positions in the Central and State Governments in the areas of Finance, Taxation, Industries, Infrastructure, etc.



SOM SATSANGI

With more than three decades in the IT Sector, Som is responsible for HPE's business operations in India, which is also the second largest employee base of HPE globally. As India Managing Director and Senior Vice President, Som leads India management and revenue-generating teams to drive performance, ensures excellence in what they do and focus on building and executing strategic plans. Being passionate about creating an inclusive digital ecosystem that helps create digital equity, I am a strong advocate of Tech for Good. He is currently the Chairperson of the AMCHAM National Executive Board.



SRIDHAR VENBU

Sridhar Vembu is the chief executive officer (CEO) of Zoho Corporation. The Padma Shri Awardee, who is the 55th richest person in India with a net worth of \$3.75 billion according to Forbes. Zoho aimed to provide software that covered all aspects of business, such as HR, management, hiring, and finance. Sridhar Vembu was born in a small village in Tamil Nadu, where his family primarily engaged in farming. He has a business in more than 180 countries, has more than 6 crores customers, and has more than 11,000 employees.



SUNIL BHARTI MITTAL

Sunil Bharti Mittal is the Founder and Chairman of Bharti Enterprises, one of India's foremost first-generation corporations with interests in Telecom, Space Communications, Digital Solutions, Real Estate and Hospitality. Sunil is the Co-Chairman of Eutelsat Group, a global leader in satellite communications, delivering connectivity and broadcast services worldwide. Eutelsat Group is listed on the Euronext Paris Stock Exchange, with Bharti as its single largest shareholder. Sunil is a recipient of the Padma Bhushan, one of India's highest civilian honors, awarded to individuals for demonstrating distinguished services of high order.



SUNIL VACHANI

Sunil Vachani is the Chairman of Dixon Technologies (India) Ltd. Under his leadership, Dixon has emerged as the largest Indian EMS/ODM company in the field of consumer electronics, home appliances, lighting, security system, set top boxes, mobile phones and medical devices. Dixon manufactures these products for some of the leading brands of the industry and also exports its products to over 15 countries in the world. The company is now globally recognised for its design capabilities and low-cost manufacturing. He was recently honoured as Man of Electronics by Consumer Electronics & Appliances Manufacturers Association (CEAMA).



VIJAY SHEKHAR SHARMA

Vijay Shekhar Sharma is an Indian technology entrepreneur and multimillionaire business magnate is the founder chairman, and managing director of One97 Communications founded in 1997 and its consumer brand Paytm which he started in 2010. The company offers mobile payment services to consumers and enables merchants to receive payments through QR code payment, Payment Soundbox, Android-based-payment terminal, and online payment gateway. Paytm also offers financial services such as microcredit and buy now, pay later to its consumers and merchants.



VINAY SINHA

Vinay Sinha is the Managing Director of Sales for the India Mega Region at AMD. AMD operations in India are central to every major product and design offering. Vinay's strong focus towards the data driven by government digitization, the rise of 5G, and the uptake of technologies like AI, Big Data, and ML in businesses, emphasizing India's significance as a growth market for AMD. Vinay's strong believe that as India prepares for the 6G network, the sector will be a principal adopter of high-performance server CPUs within the next two to three years.



GOVERNMENT BODIES AND AUTHORITIES

Government bodies and authorities indeed play a pivotal role in fostering technological advancement. Their involvement is crucial for creating an enabling environment for innovation, ensuring ethical and safe use of technology, and promoting widespread adoption.

Technological advancement plays a critical role in driving the growth of infrastructure and the overall economy. It enhances efficiency, optimizes processes, and fosters innovation across various sectors. This leads to the creation of new industries and markets. For instance, the emergence of fintech, healthtech, and deeptech sectors are direct results of technological innovation.

The government plays a crucial role in creating policies and regulatory frameworks that encourage the adoption and development of new technologies while ensuring ethical and safe practices. Government investment in research and development (R&D) is vital for fostering innovation. Public funding for R&D projects, grants, and partnerships with academic and private institutions stimulate technological advancements.

Digital transformation is widely seen as a key driver for India's economic growth, with the potential to propel it towards the \$5 trillion dream. Digital technologies like artificial intelligence, cloud computing, and big data analytics can unlock new business models and revenue streams for Indian companies. With this India has the potential to unlock to become a truly global economic powerhouse.

Technology plays a critical role in driving business innovation, especially in today's competitive environment. Emerging technologies like artificial intelligence, blockchain, and the Internet of Things (IoT) are creating entirely new ways of doing business. Businesses that embrace these technologies can gain a significant competitive advantage.

We can't deny the fact that, India's rapid digitization is heavily fueled by the adoption of technology in government and public services. Citizens can access government services anytime, anywhere through online portals, mobile apps, and citizen service centers. This improves convenience and inclusivity.

It is also true that, Digital twins are a game-changer for predictive maintenance in Public Sector Units (PSUs) and across various industries. It is a powerful tool for PSUs and various industries to optimize maintenance practices, reduce costs, and ensure the smooth operation of critical infrastructure and processes.

Successful digital transformation requires a people-centric approach. Employees need to be empowered with the skills and knowledge to navigate the changing landscape. Their ideas and concerns should be valued throughout the process.

Let's look into the leaders in the organizations they are working tirelessly to achieve the target being set by the Government.

BUREAU OF ENERGY EFFICIENCY (BEE)

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BUREAU OF INDIAN STANDARDS (BIS)

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BHARAT BROADBAND NETWORK LIMITED (BBNL)

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CENTRE FOR DEVELOPMENT OF ADVANCED COMPUTING (C-DAC)

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CENTRE FOR DEVELOPMENT OF TELEMATICS (C-DOT)

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Fax: 011- 26803338
Website: www.cdote.in

CELLULAR OPERATORS' ASSOCIATION OF INDIA (COAI)

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CERT-IN

Dr. Sanjay Bahl
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Ministry of Communications & Information Technology
Government of India
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Website: www.cert-in.org.in

CSC E-GOVERNANCE SERVICES INDIA LIMITED (CSC)

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CONTROLLER OF CERTIFYING AUTHORITIES (CCA)

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Ministry of Electronics and Information Technology, Electronics Niketan, 6, CGO Complex, New Delhi - 110 003
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DEPARTMENT OF TELECOMMUNICATIONS (DOT)

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EDUCATION AND RESEARCH NETWORK (ERNET)

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ENERGY EFFICIENCY SERVICES LTD. (EESL)

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INDIAN CYBERCRIME COORDINATION CENTRE (I4C)

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INVEST INDIA

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INTERNATIONAL SOLAR ALLIANCE (ISA)

Dr. Ajay Mathur
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ITI LIMITED

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MINISTRY OF ELECTRONICS & INFORMATION TECHNOLOGY (MEITY)

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MINISTRY OF INFORMATION AND BROADCASTING (MIB)

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MYGOV

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NATIONAL INSTITUTE OF ELECTRONICS AND INFORMATION TECHNOLOGY (NIELIT)

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NATIONAL INSTITUTE OF GOVERNMENT (NISG) OF SMART

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New Delhi-110003
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NATIONAL INTERNET EXCHANGE OF INDIA (NIXI)

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Website: www.nixi.in

NATIONAL INFORMATICS CENTER SERVICES INC. (NICSI)

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MINISTRY OF SKILL DEVELOPMENT & ENTREPRENEURSHIP, GOVT. OF INDIA, (MSDE)

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NATIONAL CYBER SECURITY CENTRE (NCSC)

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POWER GRID CORPORATION OF INDIA LIMITED (PGCIL)

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RAILTEL CORPORATION OF INDIA LIMITED (RAILTEL)

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SOFTWARE TECHNOLOGY PARKS OF INDIA (STPI)

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STANDARDISATION TESTING AND QUALITY CERTIFICATION (STQC)

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TELECOM REGULATORY AUTHORITY OF INDIA (TRAI)

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002
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TELECOM DISPUTES SETTLEMENT AND APPELLATE TRIBUNAL (TDSAT)

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TELECOMMUNICATIONS CONSULTANTS INDIA LIMITED (TCIL)

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Website : www.tcil-india.com

UNIQUE IDENTIFICATION AUTHORITY OF INDIA (UIDAI)

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WIRELESS PLANNING AND COORDINATION WING (WPC)

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WPC Wing
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Website: www.wpc.dot.gov.in



OTHER RESPONSIBLE NODAL AGENCIES AT THE STATE LEVEL

ANDHRA PRADESH

Andhra Pradesh Technology Services Limited (APTSL)
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Tel: +91 0866-2468108
Website: www.aptsl.gov.in

ARUNACHAL PRADESH

Arunachal Pradesh State Council for Science and Technology
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Secretary
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Website: www.ardst.arunachal.gov.in

ASSAM

Assam Electronics Development Corporation Ltd (AMTRON)
Shri.Narsing Pawar, IAS
Managing Director
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Guwahati- 781 021
Tel: +91 0361 2650111/2724222
Website: www.amtron.in

BIHAR

Bihar State Electronics Development Corporation (BELTRON)
Shri.Vivek Kumar Singh, I.A.S
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CHATTISGARH

Chhattisgarh Infotech Promotion Society (ChiPS)
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GOA

Goa Electronics Limited. (GEL)
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GUJARAT

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JAMMU AND KASHMIR

Jammu and Kashmir e-Governance Agency (JaKeGA)
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Chief Secretary & Chairman, BOG
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JHARKHAND

Jharkhand Agency for Promotion of Information Technology (JAP-IT)
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KARNATAKA

Centre for e-Governance (CEG)
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KERALA

Kerala State Electronics Development Corporation Limited (KELTRON)
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Website: www.keltron.org

MADHYA PRADESH

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Principal Secretary - Science & Technology Department,
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ODISHA

Odisha Computer Application Centre (OCAC)
Shri.Manoj Kumar Mishra, IRTS
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Fax: 674-2567842
Website: www.ocac.in

PUNJAB

Punjab Information and Communication Technology Corporation Limited (Punjab Infotech)

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Website: www.punjabinfotech.in

RAJASTHAN

RajComp Info Services Limited (formerly RajCOMP)
Ms. Arti Dogra, IAS
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TAMIL NADU

Electronics Corporation of Tamil Nadu Ltd (ELCOT)
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TELANGANA

Telangana State Technology Services (TSTS)
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UTTAR PRADESH

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UTTARAKHAND

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WEST BENGAL

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DIGITALLY EMPOWERED PSUS IN INDIA



Transformative Role of Technology in Indian CPSU's Ecosystem

Public Sector Undertakings (PSUs) in India are increasingly adopting emerging technologies to drive innovation and transformation. This tech-adoption is viewed as a strategic investment to keep the country competitive in a rapidly evolving global economy. The reliance on progressive technologies such as blockchain, artificial intelligence (AI), robotics, augmented reality (AR), and machine learning (ML) has been instrumental in fostering sustained growth within the public sector.

The Indian Government and the public sector ecosystem exhibited remarkable agility and resilience during the pandemic, leveraging technology to maintain business continuity and enable critical public services at scale. In alignment with the Digital India vision, Public Sector Undertakings (PSUs) in India have immense opportunities to transform through technology, paving the way for substantial economic, social, and financial inclusion.

VARINDIA continues to bring to light the stories of CPSUs' digitization efforts, underscoring the transformative impact of technology in the public sector. As these organizations continue to innovate and leverage digital solutions, they pave the way for a more inclusive and digitally empowered India.

The implementation of e-governance initiatives has streamlined administrative processes, making government services more accessible and efficient for citizens. Platforms such as MyGov, Digital Locker, and UMANG have made it easier for citizens to access various government services online, reducing the need for physical visits and paperwork. Every sector within the ecosystem, including manufacturing, education, healthcare, retail, defence, finance, banking, and Public Sector Undertakings (PSUs), has harnessed the power of technology to transform governance, provide seamless citizen services, and create efficient enterprises.

Secondly, the Atmanirbhar Bharat initiative has played a crucial role in shaping the recent performance of the Indian economy. Through policies such as the Production-Linked Incentive (PLI) scheme, the government has successfully incentivized domestic manufacturing, attracted investments, and promoted job creation across various sectors. This initiative has not only reduced dependency on imports but also contributed to economic growth, industrial expansion, and social development. As India continues on this path of self-reliance, the Atmanirbhar Bharat initiative promises to drive further advancements and sustainable growth across the nation.

Central Public Sector Undertakings (CPSUs) are integral to the growth and development of the Indian economy. Through their 'Digital First' approach, CPSUs are reengineering business processes, simplifying workflows, and optimizing operations with advanced technological interventions. Their contributions to GDP, provision of essential goods and services, employment generation, and social responsibility efforts underscore their vital role in India's economic and social development. As CPSUs continue to innovate and leverage digital technologies, they are poised to drive further advancements and sustainable growth across the nation.

Various PSUs are taking 'Digital First' approach to relook their business reengineering, and process simplification, and workflow optimisation, in sync with the advanced technological intervention.



UIDAI - Unique Identification Authority of India

UIDAI was created to issue Unique Identification numbers (UID), named as "Aadhaar", to all residents of India.

Head of the organization- Amit Agrawal-CEO

The Unique Identification Authority of India (UIDAI) plays a pivotal role in managing Aadhaar, India's biometric identification system. Aadhaar aims to provide a unique identification number to every resident of India, regardless of age, gender, or socio-economic status. This universal identification facilitates access to government services, subsidies, and benefits for all citizens and residents.

Key Priorities: UIDAI and the Aadhaar system represent a significant milestone in India's efforts towards digital inclusion, identity authentication, and service delivery optimization, serving as a foundation for a more transparent, efficient, and inclusive governance framework.

Website- www.uidai.gov.in



BEL - Bharat Electronics Limited

BEL is an Indian Government-owned aerospace and defence electronics company

Head of the organization – Bhanu Prakash Srivastava-CMD

BEL aims to provide solutions for the civil aviation sector, which may include avionics, communication systems, and navigation equipment for airports and aircraft. BEL aims to increase its non-defence share in the overall business. Some of the areas the company is focussing on include solutions for the Civil Aviation sector, Anti Drone Systems, Satellite Assembly & Integration, Solar, Railway & Metro solutions, Network & Cyber Security solutions, Energy Storage products for Electric Vehicles, Homeland Security & Smart Cities, Medical Electronics, Artificial Intelligence, etc.

Key Priorities: BEL aims to expand its market presence, leverage its technological expertise, and contribute to India's economic growth across multiple sectors beyond defense.

Website – www.bel-india.in



BSE - Bombay Stock Exchange

The Bombay Stock Exchange (BSE) is one of India's largest and oldest stock exchanges

Head of the organization – Sundararaman Ramamurthy - Managing Director & CEO

BSE is renowned for its technological advancements. Today, it boasts one of the fastest trading platforms globally, with a response time of just 6 microseconds, ensuring efficient and high-speed trading. BSE continuously innovates to introduce new financial products and services.

BSE has specialized platforms for small and medium-sized enterprises (SMEs) and startups, such as the BSE SME platform and the BSE Startup platform. These platforms provide access to capital and visibility, helping smaller companies grow.

Key Priorities : BSE a pivotal institution in the Indian and global financial markets, known for its technological prowess, diverse offerings, and commitment to transparency and investor protection.

Website -www.bseindia.com



C-DAC - Centre for Development of Advanced Computing

C-DAC is uniquely positioned in the field of advanced computing

Head of the organization –Magesh Ethirajan - Director General

C-DAC has a rich legacy in developing high-performance computing systems in India, including the creation of India's first supercomputer, PARAM. This pioneering role places C-DAC at the forefront of the HPC landscape, making it a natural leader in advancing towards exascale computing.

C-DAC's strong focus on R&D enables continuous innovation in computing technologies. Its ability to conduct cutting-edge research and develop indigenous technologies ensures that the exascale ecosystem will be tailored to meet specific national requirements and challenges.

Key Priorities: C-DAC's emphasis on developing indigenous technologies reduces reliance on foreign technologies and enhances national self-reliance in critical areas of computing.

Website -www.cdac.in



C-DOT - Center of Development of Telematics

India's premier research and development center focused on telecommunications technology.

Head of the organization - Dr Rajkumar Upadhyay- CEO and Chairman Project Board

C-DOT has been at the forefront of telecommunications research and development in India. It has a proven track record of developing indigenous technologies that have significantly contributed to the growth of the Indian telecom sector.

C-DOT's expertise spans a wide range of telecommunications technologies, including switching, wireless, optical, satellite communications, and next-generation networks. This broad expertise enables C-DOT to develop comprehensive solutions that address various aspects of telecom infrastructure.

Key Priorities: C-DOT supports and aligns with various government initiatives aimed at digital transformation, such as Digital India, BharatNet, and Smart Cities.

Website - www.cdor.in



CERT-IN - Indian Computer Emergency Response Team

CERT-In is a national nodal agency for responding to computer security incidents as and when they occur.

Head of the organization – Dr. Sanjay Bahl - Director General

As the national nodal agency for cybersecurity, CERT-In is responsible for coordinating the country's response to cybersecurity incidents. This central role enables CERT-In to orchestrate a unified and efficient response to cyber threats and attacks.

CERT-In provides a range of services including incident response, vulnerability handling, risk assessment, and advisory dissemination. These services help organizations and individuals in identifying, mitigating, and recovering from cybersecurity threats.

Key Priorities : CERT-In issues guidelines, advisories, and standards for cybersecurity practices. These guidelines help organizations adopt robust security measures and comply with regulatory requirements, thereby strengthening the overall cybersecurity posture.

Website - www.cert-in.org.in



CSC - Common Service Centres

CSC initiative in India is a strategic cornerstone of the Digital India program

Head of the organization – Sanjay Kumar Rakesh-Managing Director

CSCs are instrumental in promoting digital literacy through various programs and initiatives. They conduct training sessions and workshops to educate citizens about digital tools, internet usage, and cybersecurity, thereby bridging the digital literacy gap.

CSC are the access points for delivery of Government-to-Citizen (G2C) e-Services within the reach of the citizen, by creating the physical service delivery ICT infrastructure. It helps in making a transparent service delivery mechanism and reducing citizen's effort in visiting government offices.

Key Priorities : CSCs lie in their ability to provide a broad spectrum of services through a single access point, their focus on empowering local entrepreneurs, and their commitment to bridging the digital divide in India.

Website – www.csc.gov.in



DRDO - Defence Research and Development Organisation

DRDO responsible for the development of technology for use by the military.

Head of the organization – Sameer V Kamat -Chairman

DRDO covers a broad spectrum of defense technologies, including aeronautics, armaments, electronics, land combat engineering, life sciences, materials, missiles, naval systems, and nuclear medicine. DRDO boasts state-of-the-art research laboratories, testing facilities, and production centers.

DRDO has developed a range of strategic weapon systems, including ballistic missiles (such as the Agni and Prithvi series), cruise missiles (like BrahMos, developed jointly with Russia), and other advanced missile systems.

Key Priorities: Many technologies developed by DRDO have dual-use applications, benefiting both military and civilian sectors

Website – www.drdo.gov.in



ECIL - Electronics Corporation of India Limited

ECIL is distinguished by its diverse technological capabilities and its crucial role in various sectors

Head of the organization – Anurag Kumar-CMD

ECIL was one of the first organizations in India to focus on the indigenous development of electronics and electronic components. This pioneering role has laid the foundation for India's self-reliance in critical electronic technologies.

ECIL provides a wide range of advanced electronic products for the Indian defense sector. These include secure communication systems, radar systems, electronic warfare systems, and command and control systems.

Key Priorities: ECIL is known for its role in developing and supplying electronic voting machines (EVMs) used in Indian elections. These EVMs are integral to ensuring transparent, efficient, and secure electoral processes.

Website - www.ecil.co.in



EESL - Energy Efficiency Services Limited

EESL is uniquely positioned in India's energy sector to address energy efficiency

Head of the organization – Vishal Kapoor-CEO

EESL is the world's largest public energy service company (ESCO) driving energy efficiency programs. Its initiatives significantly reduce energy consumption and carbon emissions, setting global benchmarks in energy efficiency.

EESL has implemented large-scale energy efficiency programs across India. Notable initiatives include the Unnat Jyoti by Affordable LEDs for All (UJALA) program, which distributes LED bulbs, and the Street Lighting National Programme (SLNP), which aims to replace conventional street lights with energy-efficient LED lights.

Key Priorities : EESL continuously explores and adopts new technologies to enhance energy efficiency. This includes advancements in smart grid technology, energy storage solutions, and Internet of Things (IoT) applications for energy management.

Website - www.eeslindia.org





GeM - Government e Marketplace

GeM is to facilitate the procurement of goods and services by various government departments and public sector undertakings (PSUs).

Head of the organization – Prashant Kumar Singh, IAS – CEO

GeM serves as a unified, one-stop online marketplace for government procurement. This platform consolidates the procurement process, making it more streamlined, transparent, and efficient.

GeM encourages the participation of a wide range of suppliers, including micro, small, and medium enterprises (MSMEs), women entrepreneurs, and startups. This inclusivity supports broader economic development and innovation.

Key Priorities: Ability of the GeM to provide a comprehensive, transparent, and efficient procurement solution for the government.

Website – www.gem.gov.in



GSTN - Goods and Services Tax Network

GSTN provides shared IT infrastructure and service to both central and state governments including taxpayers and other stakeholders

Head of the organization – Sanjay Malhotra-Chairman

Goods and Services Tax Network (GSTN) has built Indirect Taxation platform for GST to help taxpayers in India to prepare, file returns, make payments of indirect tax liabilities and do other compliances. It provides IT infrastructure and services to the Central and State Governments, taxpayers and other stakeholders for implementation of the Goods and Services Tax (GST) in India.

GSTN provides a strong IT Infrastructure and Service back bone which enables capture, processing and exchange of information amongst the stakeholders (including taxpayers, States and Central Governments, Accounting Offices, Banks and RBI).

Key Priorities: To become a trusted National Information Utility (NIU) which provides reliable, efficient and robust IT Backbone for the smooth functioning of the Goods & Services Tax regimen enabling economic agents to leverage the entire nation as One Market with minimal Indirect Tax compliance cost.

Website - www.gstn.org.in



HPCL - Hindustan Petroleum Corporation Ltd.

HPCL is an integrated oil and gas company involved in refining, marketing, and distribution of petroleum products.

Head of the organization – Dr. Pushp Kumar Joshi-CMD

HPCL offers a diverse portfolio of petroleum products, catering to various sectors such as transportation, industry, and households. Its product range includes gasoline, diesel, liquefied petroleum gas (LPG), aviation turbine fuel (ATF), lubricants, and specialty products.

HPCL is known for maintaining high-quality standards in its products and services. Its refineries and terminals adhere to stringent quality control measures, ensuring that the products meet regulatory specifications and customer expectations.

Key Priorities : HPCL embraces technological innovation to improve operational efficiency, product quality, and environmental performance. HPCL plays a pivotal role in meeting the energy needs of the nation and driving economic growth and development.

Website – www.hindustanpetroleum.com



IFFCO - Indian Farmers Fertiliser Cooperative

IFFCO operates as a cooperative society owned and controlled by its farmer members

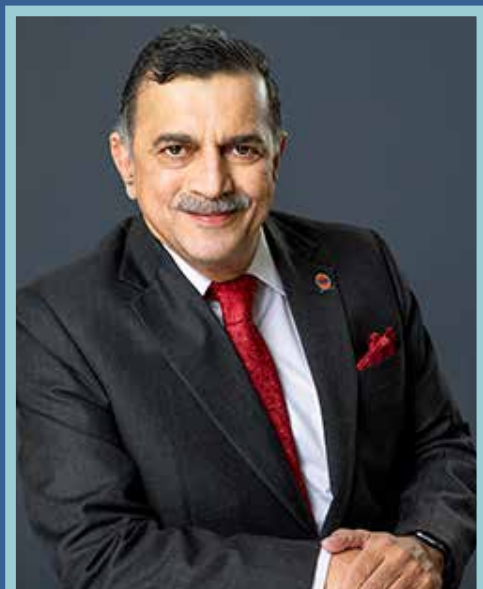
Head of the organization- Dileep Sanghani, CMD

IFFCO is one of the largest producers of fertilizers in India, with a significant share of the market. It operates multiple fertilizer plants across India, producing various types of fertilizers such as urea, DAP, NPK, and complex fertilizers.

IFFCO maintains stringent quality standards in its fertilizer products to ensure efficacy and safety for farmers. It adheres to regulatory requirements and international quality certifications, providing assurance of product quality and reliability.

Key Priorities : IFFCO leverages digital technologies to enhance farmer engagement, supply chain efficiency, and operational effectiveness. It develops digital platforms and mobile applications to provide farmers with access to information, advisory services, and market insights.

Website - www.iffco.in



IOCL - Indian Oil Corporation Ltd.

IOCL is India's largest oil refining and marketing company

Head of the organization – Shrikant Madhav Vaidya-CMD

Indian Oil is an integrated energy company involved in refining, marketing, and distribution of petroleum products. It operates refineries, pipelines, terminals, and retail outlets across India, ensuring a comprehensive presence in the oil and gas value chain. Indian Oil operates a vast network of retail outlets under various brand names, including "IndianOil," "Indane," and "SERVO."

Indian Oil offers a diverse portfolio of petroleum products, catering to various sectors such as transportation, industry, and households. Its product range includes gasoline, diesel, liquefied petroleum gas (LPG), aviation turbine fuel (ATF), lubricants, and specialty products.

Key Priorities: Indian Oil embraces technological innovation to improve operational efficiency, product quality, and environmental performance. It invests in advanced refining technologies, digital solutions, and sustainable practices to stay ahead of industry trends.

Website – www.iocl.com



IREDA - Indian Renewable Energy Development Agency Limited

IREDA is a specialized financial institution in India that facilitates the development and promotion of renewable energy projects.

Head of the organization- Pradip Kumar Das, CMD

IREDA is dedicated exclusively to financing renewable energy projects, including solar, wind, biomass, hydro, and other forms of clean energy. Its singular focus on renewable energy sets it apart from conventional financial institutions.

IREDA provides financial assistance to renewable energy projects through various financing instruments, including term loans, project loans, equipment leasing, and refinancing. It offers competitive interest rates and flexible repayment terms tailored to the needs of renewable energy developers.

Key Priorities : IREDA acts as a catalyst for the renewable energy market by channeling funds into priority areas, supporting innovative technologies, and fostering market competitiveness.

Website - www.ireda.in



ITI - ITI Limited

ITI Limited is a leading provider of telecommunications equipment, solutions, and services.

Head of the organization – Rajesh Rai-CMD

ITI Limited has manufacturing facilities equipped with state-of-the-art technology for producing telecom equipment and components. Its manufacturing capabilities include PCB assembly, electronic manufacturing services, and precision engineering.

ITI Limited offers customization and tailored solutions to meet the specific needs of its customers. It works closely with telecom operators, government agencies, and enterprises to design and deploy solutions that address their unique requirements. ITI Limited is known for its focus on quality and reliability in its products and services.

Key Priorities : As a key player in India's telecommunications sector, ITI Limited plays a vital role in driving connectivity, digital transformation, and socio-economic development.

Website - www.itiltd.in



LIC - Life Insurance Corporation of India

LIC is the largest state-owned life insurance company in India

Head of the organization- Siddhartha Mohanty, Chairperson

LIC is owned by the Government of India and operates as a public sector enterprise. Its ownership structure distinguishes it from private insurance companies and provides a sense of security and trust among policyholders.

LIC dominates the Indian life insurance market in terms of market share, premium income, and policyholder base. Its extensive network of agents, branches, and distribution channels gives it a significant competitive advantage over other insurers.

Key Priorities : LIC enjoys a high level of trust and credibility among policyholders, stemming from its government ownership, long-standing presence, and track record of fulfilling policyholder obligations. This trust factor is a significant differentiator for LIC in the insurance market.

Website - www.licindia.in



NIC - National Informatics Centre

NIC serves as the primary IT solutions provider for the government of India

Head of the organization - Rajesh Gera-Director General

NIC operates a network of national and state data centers that provide hosting, storage, and computing resources for government applications and data. These data centers ensure secure, reliable, and scalable infrastructure for government IT systems. NIC develops customized software applications and solutions tailored to the specific requirements of government departments and agencies.

NIC actively supports the Digital India program, which aims to transform India into a digitally empowered society and knowledge economy. It contributes to initiatives such as Digital India Portal, MyGov Platform, and National Knowledge Network (NKN) to drive digital inclusion and innovation.

Key Priorities : NIC plays a key role in cybersecurity and information assurance for government IT systems. It implements security measures, standards, and protocols to protect sensitive data and prevent cyber threats and attacks.

Website - www.nic.in



NSE - National Stock Exchange

NSE is the leading stock exchange in India.

Head of the organization – Ashish Kumar Chauhan -MD & CEO

NSE pioneered the concept of fully automated electronic trading in India. It operates a state-of-the-art trading platform that facilitates fast, efficient, and transparent trading of equities, derivatives, currencies, and other financial instruments.

NSE offers a diverse range of financial products and services, including equities, equity derivatives (futures and options), currency derivatives, interest rate futures, exchange-traded funds (ETFs), and debt securities. Its broad product portfolio caters to the diverse investment needs of market participants.

Key Priorities: NSE is known for its focus on technology and innovation in financial markets. It continuously upgrades its trading infrastructure, risk management systems, and market surveillance mechanisms to ensure reliability, security, and efficiency in trading operations.

Website - www.nseindia.com



NPCI - National Payments Corporation of India

NPCI is an umbrella organization for operating retail payments and settlement systems in India

Head of the organization – Dilip Asbe- MD & CEO

NPCI operates various retail payments and settlement systems that facilitate electronic transactions across different payment channels. Some of its prominent systems include the Unified Payments Interface (UPI), Immediate Payment Service (IMPS), National Electronic Funds Transfer (NEFT), and RuPay Card.

NPCI developed and manages the Unified Payments Interface (UPI), a real-time payment system that enables users to transfer funds instantly between bank accounts using their mobile phones. UPI has gained widespread adoption in India due to its simplicity, convenience, and interoperability across banks.

Key Priorities: NPCI is at the forefront of digital payments innovation in India. It introduces new payment products, features, and services to address evolving consumer needs and market trends. Its focus on innovation has contributed to the rapid growth of digital payments in the country.

Website - www.npci.org.in



PFC - Power Finance Corporation Ltd

PFC is a leading financial institution in India specializing in power sector financing and development.

Head of the organization-Parminder Chopra, CMD

PFC specializes in financing and supporting projects in the power sector, including generation, transmission, distribution, and renewable energy. Its exclusive focus on the power sector distinguishes it from general-purpose financial institutions.

PFC provides long-term financing solutions for infrastructure projects in the power sector, including thermal power plants, hydroelectric projects, renewable energy installations, transmission networks, and distribution infrastructure. Its financial assistance supports the development of critical infrastructure for power generation and distribution.

Key Priorities : PFC encourages the adoption of advanced technologies and best practices in power generation, transmission, and distribution. It supports projects that incorporate innovative technologies for efficiency improvement, environmental sustainability, and grid modernization.

Website - www.pfcindia.com



RailTel Corporation of India Limited

RailTel is a leading telecommunications infrastructure provider in India, primarily serving the Indian Railways and other government organizations.

Head of the organization – Sanjai Kumar- Chairman & Managing Director

RailTel specializes in providing telecommunications and networking infrastructure for the Indian Railways. It deploys and manages a wide range of telecom services, including Internet, data, voice, and multimedia communication systems for railway operations. RailTel supports the Digital India initiative by providing high-speed broadband connectivity and digital services to railway passengers, employees, and stakeholders.

It facilitates e-governance, digital payments, online ticketing, and Wi-Fi internet access at railway stations and trains. RailTel operates data centers and hosting facilities to support cloud computing, data storage, and IT services for government and corporate clients. Its data center infrastructure meets stringent security, reliability, and compliance requirements for hosting critical applications and data.

Key Priorities : RailTel supports digital transformation initiatives in various sectors, including education, healthcare, agriculture, and rural development

Website- www.railtelindia.com



STPI - Software Technology Parks of India

STPI promotes and facilitates the growth of the IT and ITES industry in India

Head of the organization – Arvind Kumar- Director General

STPI establishes and operates software technology parks and special economic zones (SEZs) across India to create conducive environments for IT/ITES companies. These parks offer world-class infrastructure, connectivity, and facilities for software development, business process outsourcing (BPO), and other technology-based services.

STPI supports the development of electronic hardware manufacturing units and semiconductor fabrication facilities through its Electronics Manufacturing Clusters (EMCs) and Electronic Hardware Technology Parks (EHTPs). It promotes investments in electronics manufacturing and semiconductor industry to boost domestic production and reduce import dependency.

Key Priorities: STPI promotes technology development, research, and innovation in emerging areas such as artificial intelligence, machine learning, cybersecurity, blockchain, and Internet of Things (IoT).

Website – www.stpi.in



TCIL - Telecommunications Consultants India Limited

TCIL is a government-owned engineering and consultancy company

Head of the organization – Sanjeev Kumar-CMD

TCIL undertakes turnkey projects for planning, design, engineering, procurement, installation, commissioning, and maintenance of telecommunications infrastructure. It executes projects related to mobile networks, optical fiber networks, microwave links, satellite communication systems, and rural connectivity initiatives.

TCIL offers training and capacity-building programs for telecom professionals, engineers, technicians, and managers. It conducts skill development courses, workshops, and seminars on telecom technologies, network planning, project management, and regulatory compliance to enhance industry expertise and human resource capabilities.

Key Priorities : TCIL supports the Digital India program by providing consultancy, technical assistance, and project implementation support for ICT infrastructure projects, e-governance initiatives, and digital transformation programs

Website - www.tcil-india.com

INDUSTRY BODIES IN INDIA



Industry bodies, trade associations, and chambers of commerce play a crucial role in representing businesses within a specific industry. Industry bodies often provide valuable resources and information to their members, keeping them updated on industry trends, legal changes, and best practices.

They represent the industry's interests to government bodies and policymakers, advocating for regulations and policies that are favorable to their members. This can include lobbying for tax breaks, favorable trade agreements, or regulatory changes. They provide a platform for businesses to network, collaborate, and share information. This can lead to partnerships, business opportunities, and collective problem-solving.

The rapid growth of the Indian economy has led to an increase in both the volume and value of trade. Businesses have more opportunities to export their products and services, tapping into global markets and expanding their reach. The Indian government has prioritized infrastructure development, investing heavily in roads, ports, railways, airports, and digital infrastructure. This has significantly improved the efficiency of transporting goods and services, reducing costs and transit times.

Indeed, the Indian government has implemented several policies to enhance trade, commerce, and industry, making it easier for businesses to operate domestically and internationally. The government has undertaken several reforms to improve the ease of doing business, such as simplifying business registration processes, reducing the number of permits required, and digitizing regulatory processes. These efforts have significantly improved India's ranking in the World Bank's Ease of Doing Business Index.

India's remarkable rise to the fifth largest economy is indeed noteworthy, especially given its status as a developing nation, with the IMF indicating that it will continue to grow faster than China, the second largest economy, as the Chinese mainland struggles with the collapse of its real estate market, low consumer and business confidence, and rising trade tensions with other major countries.

The Indian government has implemented several economic reforms and policies that enhance business operations, attract foreign investments, and promote industrial growth. Initiatives like "Make in India," "Digital India," and ease of doing business reforms have had a positive impact.

The most important fact is the growing Indian startup ecosystem has indeed experienced a significant boom, particularly in the e-commerce, fintech, and edtech sectors. As we look to the future, sectors such as healthtech and deeptech, including artificial intelligence, robotics, and other advanced technologies, are poised to produce the next wave of unicorns. To realize this vision, high-level intervention from the government and industry bodies is essential.



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ASSOCIATION OF UNIFIED TELECOM SERVICE PROVIDERS OF INDIA (AUSPI)

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AUTOMOTIVE COMPONENT MANUFACTURERS ASSOCIATION OF INDIA (ACMA)

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Website : www.acmainfo.com

BICSI

India District Chair : Kasi Visweswaran
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Website : www.bicsi.org

COMPUTER ASSOCIATION OF EASTERN INDIA (COMPASS)

President : Pradeep Biyani
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Website : www.compassindia.com

CONFEDERATION OF ALL INDIA TRADERS (CAIT)

Secretary General: Praveen Khandelwal
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Website : www.cait.in

COMMUNICATIONS MULTIMEDIA AND INFRASTRUCTURE ASSOCIATION OF INDIA (CMAI)

President : Prof. N K Goel
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CONFEDERATION OF INDIAN INDUSTRY (CII)

President : Sanjiv Puri
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DIGITAL INDIA FOUNDATION (DIF)

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ELECTRONIC INDUSTRIES ASSOCIATION OF INDIA (ELCINA)

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ELECTRONIC & COMPUTER SOFTWARE EXPORT PROMOTION COUNCIL (ESC)

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FEDERATION OF INDIAN EXPORT ORGANISATIONS (FIEO)

Director General & CEO : Dr. Ajay Sahai
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Website : www.fieo.org

FIRE AND SECURITY ASSOCIATION OF INDIA (FSAI)

National President : Srinivas Valluri
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Website : www.fsai.in

INDIA ELECTRONICS AND SEMICONDUCTOR ASSOCIATION (IESA)

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INDIA MOBILE CONGRESS (IMC)

CEO & Principal Advisor : P Ramakrishna
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INDIA TRADE PROMOTION ORGANISATION (ITPO)

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INTERNET AND MOBILE ASSOCIATION OF INDIA (IAMAI)

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INTERNET SERVICE PROVIDERS ASSOCIATION OF INDIA (ISPAI)

Rajesh Chharia
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INFOTECH SOFTWARE DEALERS ASSOCIATION (ISODA)

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MANUFACTURERS' ASSOCIATION FOR IT (MAIT)

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NATIONAL ASSOCIATION OF SOFTWARE AND SERVICE COMPANIES (NASSCOM)

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OTHER SERVICE PROVIDERS ASSOCIATION OF INDIA (OSPai)

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PROGRESSIVE CHANNELS ASSOCIATION OF INFORMATION TECHNOLOGY (PCAIT)

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PHD CHAMBER OF COMMERCE & INDUSTRY (PHDCCI)

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SMART CARD MANUFACTURERS ASSOCIATION (SCMA)

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TRADE ASSOCIATION OF INFORMATION TECHNOLOGY (TAIT)

President : Champakraj Gurjar
Phone : 022-23003305
Website : www.tait.in



WARS

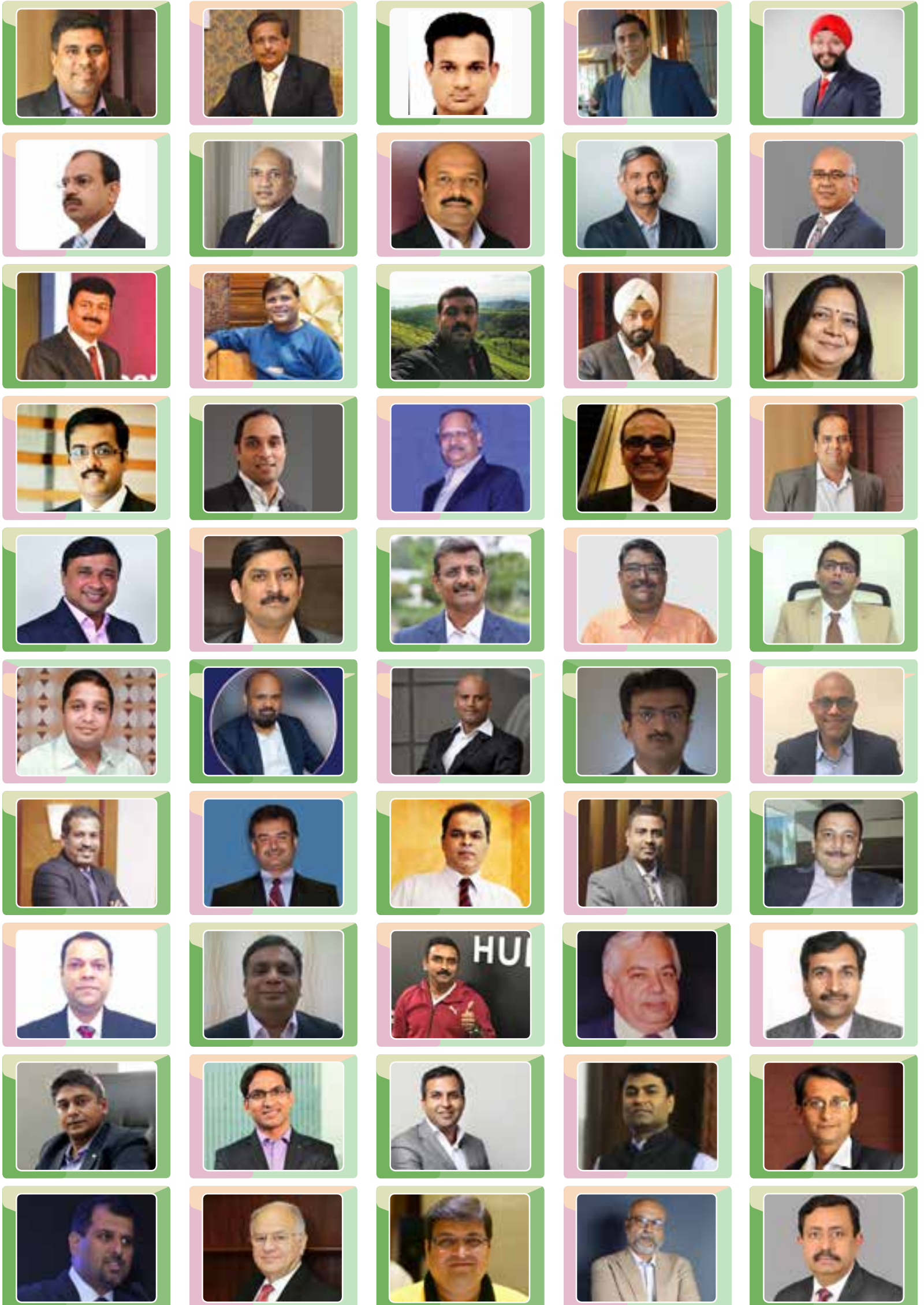
WARS

**IN
INDIAN**

**IT
INDUSTRY**

INDUSTRY

TOP 100 SOLUTION



PARTNERS IN INDIA





COMPANY NAME	CONTACT PERSON	DESIGNATION	WEBSITE	CITY
ACPL Systems Pvt. Ltd.	Vishal Bindra	CEO	www.acpl.com	Gurugram
Allied Digital Services Pvt. Ltd.	Nitin Shah	CMD	www.allieddigital.net	Mumbai
Alstonia Consulting LLP	Adarsh Sahu	Founder & CEO	www.alstoniaconsulting.com	New Delhi
Ambisure Technologies Pvt. Ltd.	Ajay C Bhayani	Director	www.ambisure.com	Mumbai
Arrow PC Network Pvt. Ltd.	Gurpreet Singh	Founder & MD	www.arrowpcnetwork.com	New Delhi
Arsenal Infosolutions Pvt. Ltd.	Vinod Patani	CEO & Founder	www.arsenalinfosolutions.com	New Delhi
Ashtech Infotech Pvt. Ltd.	Saurin Shah	MD	www.ashinfo.com	Mumbai
Aujas Cybersecurity Ltd.	Sameer Shelke	Co-Founder & CEO	www.aujas.com	Gurugram
Bahwan Cybertek Group	S. Durgaprasad	Co-Founder, Director & Group CEO	www.bahwancybertek.com	Chennai
Black Box Ltd.	Sanjeev Verma	President & CEO	www.blackbox.com	Mumbai
Bloom Electronics Pvt. Ltd.	S. Karthikeyan	MD	www.bloomcomputers.in	Coimbatore
Bluecom Infotech Pvt. Ltd.	Birendra Yadav	MD	www.bluecom.co.in	Mumbai
Braincube Enterprise Solutions Pvt. Ltd.	Fazil K A	MD	www.braincube.co.in	Kerala
C. I. Infotech Pvt. Ltd.	Irvinder Singh	Director	www.ciinfotech.net	New Delhi
Cache Digitech Pvt. Ltd.	Prarthana Gupta	Chairperson	www.cachedigitel.com	New Delhi
Cache Technologies Ltd.	Mohan Rajamani	President	www.cachetech.co.in	Bangaluru
Capillary Technologies	Aneesh Reddy	Founder, MD & CEO	www.capillarytech.com	Bengaluru
Capricot Technologies Pvt. Ltd.	Chakresh Jain	Chairman	www.capricot.com	New Delhi
CDP India Pvt. Ltd.	Nikesh Sakaria	MD	www.cdplindia.com	Mumbai
Central Data Systems Pvt. Ltd.	Kota Subrahmanya	Director	www.cdspl.com	Bengaluru
Comprompt Solutions LLP	Manish B. Sanghrajka	Founder & Director	www.comprompt.co.in	Mumbai
Corporate Infotech Pvt. Ltd.	Vinod Kumar	MD & CEO	www.cipl.org.in	New Delhi
Cymune	Uttam Majumdar	CEO	www.cymune.com	Hyderabad
Deltakraft Solutions Pvt. Ltd.	Dnyanesh Kulkarni	Founder & Director	www.deltakraft.com	Mumbai
Dev Information Technology Ltd.	Pranav Pandya	Founder & Chairman	www.devitpl.com	Ahmedabad
Diamond Infotech Pvt. Ltd.	Manoj Rathi	Director	www.dipl.co.in	Kolkata
E Square System & Technologies Pvt. Ltd.	Dhirendra Kumar Khandelwal	MD	www.estpl.in	Bhubaneswar
Ecaps Computers (I) Pvt. Ltd.	Gunasegharan Krishnan	Director	www.caps.in	Coimbatore
Eden Infosol Pvt. Ltd.	Romil Sheth	Founder & Director	www.edeninfosol.com	Mumbai
Embee Software Pvt. Ltd.	Sudhir Kothari	MD & CEO	www.embee.co.in	Kolkata
Essen Vision Software Pvt. Ltd.	Nityanand Shetty	Founder & CEO	www.essenvision.com	Mumbai
ESSI Integrated Technologies Pvt. Ltd.	Abhay Jha	CEO	www.essi.co.in	Gurugram
Frontier Business Systems Pvt. Ltd.	Ravi Verdes	Founder & MD	www.frontier.in	Bengaluru
Futurenet Technologies (India) Pvt. Ltd.	L. Ashok	MD	www.futurenet.in	Chennai
Futuresoft Solutions Pvt. Ltd.	Vipul Datta	CEO	www.fspl.co.in	New Delhi
Galaxy Office Automation Pvt. Ltd.	Sanjay Patodia	CEO	www.goapl.com	Mumbai
GO IP Global Services Pvt. Ltd.	Anil Mittal	MD	www.goip.in	Noida
Gowra Bits & Bytes Pvt. Ltd.	Subbaram Gowra	MD	www.gbb.co.in	Hyderabad
Groovy Communications India Pvt. Ltd.	Ashok Grover	Director	www.groovyindia.in	New Delhi
Gurusons Communications Pvt. Ltd.	Soami Bhatia	Director	www.gurusons.com	New Delhi
Hitachi Systems India Pvt. Ltd.	Anuj Gupta	CEO	www.hitachi-systems-mc.com	Mumbai
Infogain India	Rajiv Naithani	CVP & CPO	www.infogain.com	Noida
Inspira Enterprise India Pvt. Ltd.	Vishal Jain	Joint MD	www.inspiraenterprise.com	Mumbai
Intec Infonet Pvt. Ltd.	Rajiv Ranjan	CEO	www.intecinonet.com	New Delhi
Intensity Global Technologies Pvt. Ltd.	Aditya Narain Kakkar	Director	www.igtpl.co.in	New Delhi
Integrated Tech9labs Pvt. Ltd.	Amit jain	CEO & MD	www.tech9labs.com	New Delhi
Iris Global Services Pvt. Ltd.	Sanjiv Krishen	Chairman Of The Board	www.irisworld.net	New Delhi
ITCG Solutions Pvt. Ltd.	Nilesh Kuvadia	Founder Director	www.itcgindia.com	Vadodara
JNR Management Resources Pvt Ltd	Prashant Jain	Director	www.jnrmr.com	New Delhi
Johnson Controls (India) Pvt. Ltd.	Arun Awasthy	President & MD	www.johnsoncontrol.com	Gurgaon

COMPANY NAME	CONTACT PERSON	DESIGNATION	WEBSITE	CITY
Lauren Information Technologies Pvt. Ltd.	Rawlin Pinto	Chairman	www.lauren.co.in	Mumbai
LDS Infotech Pvt. Ltd.	Amarnath Shetty	MD	www.ldsinfotech.com	Mumbai
Locuz Enterprise Solutions Ltd.	Vijay Wadhi	MD	www.locuz.com	Hyderabad
Metrobot Networks Pvt. Ltd.	Alpesh Patel	Director	www.metrobot.co.in	Ahmedabad
Microworld Infosol Pvt. Ltd.	Vikram Singh	MD & Founder	www.microworldinfosol.com	Faridabad
Miracle Tech Distributors Pvt. Ltd.	Rajesh Goel	Founder & Director	www.miracletech.in	Mumbai
Niveshan Technologies India Pvt. Ltd.	Kumar Bachchan	CEO & MD	www.niveshan.com	New Delhi
Noventiq Holdings Plc	Vinod Nair	President - India Operations	www.noventiq.com	Mumbai
NTT Ltd.	Sanjeev Deshpande	EVP, Regional Head & MD (India)	www.nttdata-solutions.com	Hyderabad
Orange Business Services	Chalpathi Rao	GM- India Business	www.orange-business.com	Mumbai
Orbit Techsol India Pvt. Ltd.	Sushil Jain	CEO	www.orbitindia.net	New Delhi
Orient Technologies Pvt. Ltd.	Ajay Sawant	MD	www.orientindia.com	Mumbai
P C Solutions Pvt. Ltd.	Devendra Taneja	Founder & CEO	www.e-pspl.com	New Delhi
Pentacle It Solutions Pvt. Ltd.	Tilak Raj Ratra	MD	www.pentacle.in	Lucknow
Pentagon System And Services Pvt. Ltd.	Sairaman Mudaliar	Co-Founder & Director	www.pentagon.co.in	Mumbai
Presto Infosolutions Pvt. Ltd.	Krishan Girdhar	Founder & MD	www.presto.co.in	New Delhi
Printlink Computer & Communication Pvt. Ltd.	Rajesh Kumar Dora	MD	www.printlinkindia.com	Bhubaneswar
Proactive Data Systems Pvt. Ltd.	Rajiv Kumar	MD & CEO	www.proactive.co.in	New Delhi
Progility Technologies Pvt. Ltd.	Anil Jain	CMD	www.progilitytech.com	Mumbai
Progressive Infotech Pvt. Ltd.	Prateek Garg	Founder & MD	www.progressive.in	Noida
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Secure Network Solutions India Pvt. Ltd.	N K Mehta	Founder & CEO	www.snsin.com	Chennai
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Signellent Technologies India Pvt. Ltd.	Punit Kochar	MD	www.signellent.com	Mumbai
Silver Touch Technologies Ltd.	Jignesh Patel	Director	www.silvertouch.com	Ahmedabad
SISL Infotech Pvt. Ltd.	Akash Nangia	Director	www.sislinfotech.com	New Delhi
Softcell Technologies Global Pvt. Ltd.	Sunil Dalal	MD	www.softcell.com	Mumbai
SoftPrime Technologies Pvt. Ltd.	Shankar Sahai	Co-Founder & Director	www.softprimetech.com	Gurugram
Sonata Software Ltd.	P. Srikar Reddy	Executive Vice Chairman	www.sonata-software.com	Bengaluru
Spark Technologies Pvt. Ltd.	Sewak Nautiyal	Founder & MD	www.sparkindia.com	New Delhi
Sujata Computers Pvt. Ltd.	Dr. S M Lodha	CEO	www.sujataindia.com	Mumbai
Symmetrix Computer Systems Pvt. Ltd.	Dinesh Dhanapathi	CEO	www.symmetrix.in	Bengaluru
Syndrome Newedge Pte. Ltd.	Kanan Mehta	Director	www.syndrometech.net	Mumbai
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Targus Technologies Pvt. Ltd.	Col. Balwinder Singh	Director	www.targustech.com	Gurugram
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Techcentrics IT Pvt.Ltd.	Sunny Verma	Founder & CEO	www.tech-centrics.com	Gurgaon
Techigent Technologies Pvt.Ltd.	Sunita Tiwari	MD	www.techigent.in	Mumbai
Teg Global Infrastructures Pvt. Ltd.	John Samuel	Director	www.tegworld.net	Bangaluru
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Vayam Technologies Ltd.	Ashok Tiwari	Chairman & MD	www.vayamtech.com	New Delhi
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VFM Systems & Services (P) Ltd.	Kaushik Mukherjee	Director	www.vfmindia.biz	Bangaluru
Vibs Infosol Pvt. Ltd.	Vibhore Shrivastava	Co-Founder & MD	www.vibsinfosol.com	Indore
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DISCOVER TRUE BRAND IDENTITY



INDIA HAS EMERGED AS A GLOBAL POWERHOUSE IN TECHNOLOGY AND SERVICES

India has emerged as a global powerhouse in technology and services, earning its reputation as the world's technology and services hub. This transformation has been driven by several factors, including a robust talent pool, competitive costs, a thriving startup ecosystem, and a supportive government framework. As the global technology landscape continues to evolve, India is well-positioned to maintain and enhance its leadership role, driving innovation and providing high-quality services to clients worldwide.

India's Potential and Opportunity to Become a Strong and Resilient Pillar in the Changing Global Economic Order



ACCERON

Investing in Innovation and Maintaining High Service Standards To Fortify its Brand Position

HARISH RAI

Country Manager
Acceron Infosol Pvt. Ltd.

Digital Technology Propelling Growth

The rise of digital technology and cloud computing is a huge growth driver for Acceron Infosol. Businesses are increasingly moving to the cloud, expanding the demand for robust cybersecurity solutions. This shift allows the company to expand its offerings and reach more customers, driving significant growth and innovation in the organization.

Brand Perception

The brand Acceron Infosol is perceived as a trusted and innovative Value-Added Distributor in the cybersecurity and IoT space. It continuously gathers feedback from customers and industry peers to understand its standing and areas for improvement. To enhance its perception, the company constantly invests in innovation, maintains high service standards, and engages in industry initiatives to build a positive and strong brand image for the OEM's.

Standing Out From The Crowd

The main strengths of Acceron Infosol lies in its deep expertise in IT Security, its commitment to customer service, and ability to quickly adapt

to new technologies. It seizes market opportunities by offering customized solutions that address specific industry needs, setting the company apart and delivering the solution of preferred choice for the businesses looking for reliable and innovative technology partners.

Unique Value Proposition

Its value proposition is built on delivering high-quality, tailored cybersecurity and IoT solutions that enhance security and operational efficiency for its clients. Acceron Infosol communicates this through targeted marketing campaigns, customer testimonials, and by showcasing its success stories at industry events, ensuring that its message reaches the right audience and resonates with their needs.

Brand Trustworthiness

Looking ahead, Acceron Infosol plans to adopt advanced AI and machine learning technologies to enhance its cybersecurity and IoT solutions. AI will help the company to predict and mitigate security threats more effectively, personalize customer interactions, and optimize operations. It will also focus on building stronger customer relationships through personalized services and proactive support. Additionally, the company aims to foster brand loyalty by creating more interactive and engaging customer experiences, leveraging digital platforms to connect with and support its customers in new and meaningful ways. By integrating AI-driven insights into its strategies, Acceron Infosol can stay ahead of emerging challenges and continues to provide exceptional value to clients.

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DR. MUKUL GUPTA
Director
BM Infotrade Pvt. Ltd.

"Keep IT Simple" with dedication to Quality

Recently the company has also launched cloud 24/7 managed cloud service that enable analysis of the performance of its client's cloud infrastructure while reducing costs and increasing efficiency with security and availability.

Through cloud computing, BM Infotrade resolves client pain points, and it enables these businesses to have scalability, cost-efficiency, and innovative solutions. By solving these issues, it benefits the clients and helps BM Infotrade to grow.

At present the market is full of opportunities like adaptation with AI and Internet of Things (IoT) for integration and solution. The company can see these market opportunities by staying up to date and having a keen eye on new technologies. By leveraging these new technologies, it can expect to improve efficiency, automation as well as customer experiences.

Unique Value Proposition

BM Infotrade has a distinct presence in front of customers, competitors, and the industry. The company perceives it as reliable, innovative, and having continuous growth.

For customers, it ensures to provide reliable and better solutions and the customers trust the company.

To the competitors, the company is assumed to be formidable because of its dedication toward continuous growth and quality in services.

In the industry, BM Infotrade is regarded as a leader that has an adaptive nature and supports changes in the current industry scenario.

Digital Technology Propelling Growth

BM Infotrade prioritizes its motto of "Keep IT Simple", with this it stands out in this current IT sector. The organization provides managed IT services such as Cyber security, Digitization, Data-AI, and Cloud computing. These services contribute greatly to its growth as well as the growth of the IT sector.

With this, cloud computing also has a profound impact on the organization's growth trajectory in several ways through innovation, operational efficiency, solutions, and services.

Standing Out From The Crowd

In the present time adaptive mindset is essential, BM Infotrade believes in change and adaptation with new technologies as AI is growing. By using innovative solutions, it makes sure that the clients receive only the best. BM Infotrade is distinguished by its unbreakable dedication to quality.

It believes in a customer-centric approach and always prioritizes their needs. The company provides personalized solutions to the clients that are specific to resolve their pain points. It always emphasizes building long-lasting relationships with its customers.

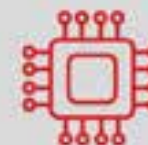
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Data Science



Gauging Brand Awareness with Data-Driven insights



GURPREET SINGH

Founder & Managing Director
Arrow PC Network Pvt. Ltd.

Brand Perception

- Arrow PC Network utilizes data-driven insights extensively to gauge brand awareness and perception, which inform its strategic decisions. This involves:
- **Customer Relationship Management (CRM) Systems:** The company tracks customer interactions, feedback, and buying patterns to understand their needs and preferences.
- **Website Analytics:** It analyzes website traffic data to see how visitors engage with the brand and identify areas for improvement.
- **Monitoring Social Media:** Tracking mentions, engagement metrics, and sentiment analysis across social media platforms to understand how the brand is perceived by the public.
- **Customer Surveys and Feedback:** Conducting regular surveys and gathering feedback from clients to assess their satisfaction levels and identify areas for improvement.
- **Competitor Analysis:** Analyzing data on competitor activities and market trends to benchmark the brand's performance and identify opportunities for differentiation.

Standing Out From The Crowd

Arrow PC Network stands out through a combination of several distinct features:

- **Precise Customization:** The company provides precisely customized and tailored IT solutions to businesses, MSMEs, and startups.

- **Budget Flexibility:** Understanding the financial constraints that many businesses face, it offers flexible budget options without compromising on quality.
- **Customer-Centric Approach:** Arrow PC Network prioritizes understanding the unique needs and challenges of each client, ensuring that its solutions are not only technically proficient but also align with the client's business goals.

To sustain and enhance the company's brand value proposition in 2024, it will focus on:

- **Deeper Specialization:** The company is continuously training its team to specialize in specific IT areas like cloud computing, cybersecurity, and AI. This allows Arrow PC Network to offer even more targeted solutions.
- **Emerging Technologies:** It is actively researching, innovating its solutions and integrating new technologies to future-proof its client's IT infrastructure.
- **Market Positioning:** Engaging in targeted marketing efforts to reinforce the company's brand positioning as a leading IT services integrator with a focus on customization and budget flexibility.
- **Client Education:** It prioritizes educating clients about the ever-changing IT landscape. This empowers them to make informed decisions and fosters long-term partnerships.

Unique Value Proposition

Arrow PC Network's core value proposition is delivering "precisely customized and tailored IT solutions with budget flexibility." Here's how the company ensures consistent communication across all customer touchpoints – Website, Content Marketing, Sales Team Training and Social Media.

By utilizing a consistent message across all platforms, it ensures that clients have a clear understanding of Arrow PC Network's value proposition and the competitive advantage that it offers.



Digital Technology Propelling Growth

Research and Development (R&D) is crucial for staying ahead of the curve. The company places a high emphasis on R&D, particularly in product engineering, through several initiatives:

- **Partnerships:** Arrow PC Network collaborates with leading technology providers to gain early access to cutting-edge solutions and integrate them into the offerings.
- **In-House Lab:** It has a dedicated team of experienced personnel who continuously research and develop new solutions to address emerging client needs.
- **Industry Events and Conferences:** It actively participates in industry events and conferences to stay abreast of the latest trends and innovations in IT.

This focus on R&D allows the company to deliver innovative solutions that enhance its client's competitiveness.



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Fostering Positive Relationships and Enhancing Customer Satisfaction

KARTHIK S

MD

Bloom Electronics Pvt. Ltd.

Standing Out From The Crowd

The below mentioned points are the key features to set Bloom Electronics apart from competitors. And it sustains and enhances the brand's value proposition in 2024.

a) Traditional & Digital Marketing: The company has a well-established marketing team that undertakes various marketing activities including client visits and follow-ups with new and existing customers, participates in trade fairs, exhibitions and also advertises in magazines and newspapers. It also advertises online through social media and its own website.

b) Dealer & Vendor Reliability: Dealers and vendors often act as an extension of the brand, interacting directly with customers. When they reliably represent the brand's values, messaging, and visual identity, it ensures consistency across all touch points, reinforcing the brand image and building trust among customers. Reliability breeds trust. Trust is essential for fostering long-term relationships and driving repeat business. The company firmly believes and acts that maintaining a good relationship with them is a part of the brand.

c) Responsive Customer Support at any time: It is offering support at any time which demonstrates a commitment to meeting customer needs and resolving issues promptly. This responsive customer support contributes to build a positive brand reputation.

d) Diversification: It diversifies its business into various business verticals like distribution in the retail sector, distribution to the dealers, project vertical for ITES, IT Infrastructure, exports etc. This extension of the brand into new categories that are related to the core brand identity and values gives a core reputation for the company.

Unique Value Proposition

Key touch points for ensuring the consistency of the company's brand communication are as follows:

a) Communication Strategies: It continuously optimizes communication strategies based on performance metrics, customer feedback, and market trends. This iterative approach allows the company to refine the messaging and tactics to better engage customers and reinforce its value proposition across all touchpoints.

b) Feedback Monitoring: It regularly collects feedback from customers and monitors communication channels to ensure that its messaging is resonating with the audience and effectively conveying the value proposition. It analyzes customer feedback and adjusts the communication strategies accordingly to optimize effectiveness.

c) Centralized Communication Hub: The company utilizes a centralized communication hub or platform to manage and distribute brand assets, content templates, and messaging guidelines. This ensures that all stakeholders have access to the latest brand materials and adhere to brand standards when communicating with customers.

d) Brand Guidelines: It has established comprehensive brand guidelines that outline the brand identity, including visual elements, tone of voice, and messaging guidelines. These guidelines serve as a reference for all internal and external stakeholders to ensure consistency in brand communication.

Brand Perception

Bloom Electronics' data-driven insights for strategic brand decision and brand awareness are as follows:

a) Trend Analysis: To monitor trends and changes in brand perception over time, the company is tracking key metrics (like Sale Promotions, Sales, buying behaviours etc.) on a regular basis to identify emerging patterns, fluctuations, and shifts in brand awareness and sentiment.

b) Correlation Analysis: By identifying correlations between brand perception metrics and business outcomes, such as sales, market share of product and related services, and customer retention, it determines the extent to which changes in brand perception impact business performance and vice versa.

c) Predictive Modeling: It is using predictive analytics techniques to forecast future trends in brand awareness and perception. By building the models that leverage historical data to predict how changes in brand strategies or external factors will influence brand perception in the future.

d) Analyzing the markets with Macro Parameters: By analyzing the trade dynamics through global trends, it shapes its branding strategies for those market conditions.

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"We will either find a way or make one"

BIREN YADAV

Founder & CEO
Bluecom Infotech Pvt. Ltd.

Brand Positioning

A provider of high-quality IT products and services, Bluecom Infotech caters to a wide range of businesses ever since its incorporation in the year 2005. It offers comprehensive strategic design, IT support, consultancy, and solutions for the digital age. It has over 18 years of experience in providing end-to-end customized IT Solutions and Services to Corporate, Government & Enterprise organizations. The customer centricity approach has helped the company to establish itself as IT Hardware infrastructure solutions and services leader. Bluecom Infotech boasts more than 1500 satisfied customers who have trusted its team and skills. It takes pride in producing exceptional work and attributes its success to its professional understanding and delivery of projects.

Standing Out From The Crowd

The company helps businesses to remain relevant to their customers in the digital era by engaging both heart and mind. For Bluecom Infotech, customer care is of utmost priority. Its goal is to provide cost-effective, high-quality, professional services.

Brand Trustworthiness

The company endeavours to be the most trusted partner in the IT Infrastructure Solutions & Services space, fostering mutual relationships with its esteemed customers, vendors, partners, and employees. Every business transaction is designed to create customer delight. Following the motto of "We will either find a way or make one", Bluecom Infotech aspires to be one of the biggest IT Infrastructure Solutions & Service providers across India.

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MD & CEO

Corporate Infotech Pvt. Ltd. (CIPL)



Digital Technology Propelling Growth

Fast paced changes in digital technology and constant innovations are impacting the IT space in unprecedented ways than ever before. CIPL has strategically aligned its services and solutions to cater to ever increasing demand for cloud-based solutions, enabling itself to expand its customer base and drive revenue growth.

Standing Out From The Crowd

CIPL's key strengths are quick adaptation to market needs, innovative approach in solving complex IT challenges, strong focus on customer satisfaction, and its ability to deliver cutting-edge solutions. The company has identified and is already working on several initiatives in the areas of AI, machine learning and cyber security solutions.

Unique Value Proposition

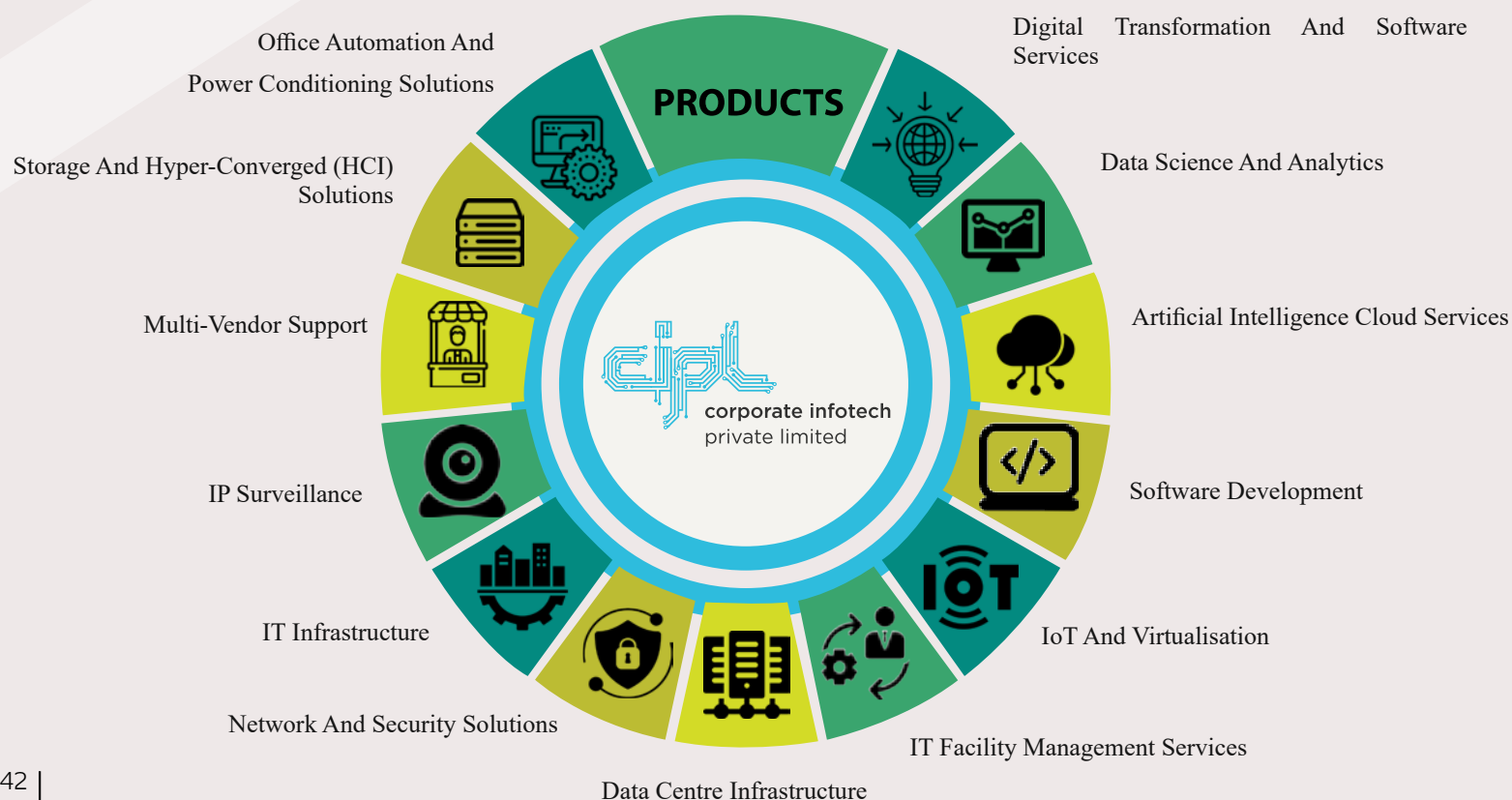
CIPL's core focus and key strengths are centered around high-quality delivery, cost-effective IT solutions that drive business values to its clients. It always believes and is fortunate enough to let its work and success speak for itself. CIPL does employ a multi-channel marketing approach, including digital marketing, social media, and targeted advertising campaigns.

Brand Perception

Through focused diligence, CIPL is already seen as a trusted partner for quality IT solutions, known for its reliability, expertise, and customer-centric approach. To further strengthen, the company continuously invests in skill enhancements of its associates, ensuring that it remains at the forefront of technological innovation and implementing the best industry best practices.

Brand Trustworthiness

CIPL is already engaged in prestigious projects, keeping the company ahead of the curve in the industry. The company has increased its focus and further strengthened its CRM - Customer Relationship Management approach, to better understand and anticipate customer needs, launching loyalty programs to reward and incentivize repeat business, and leveraging social media and online communities to engage with customers and build brand advocates.



EMPOWERING INNOVATION

" CIPL- Your One Stop Technology Destination"

17 YEARS
of rich experience



600+ CRs Turnover



2500+ Human Capital



Pan India Presence



1000+ Prestigious Clients



1800+ Core CoEs Technocrats



180+ IT-FMS Projects



2200+ Successfull Projects

CMMI SVC | ML 5
APPRAISED
Appraisal # 59545 | Exp. Jun 10, 2025

CMMI ML5
APPRAISED DEV
Appraisal # 67824 | Exp. Feb 01, 2027



Competitively Viable By Ensuring Brand Loyalty & Uniformity

D K BAJAJ

Director
D M Systems Pvt. Ltd.

Brand Perception

D M Systems always collaborates with top brands and wants to continue the same with the right brand and right technologies. It has been in the market for 25 years and witnessed the industry to change and adapt with the technological landscape, which gives the company an edge over competitors. It is in a more advantageous position with respect to making predictions about where the industry may head to. With clients of varying sizes spread out across the nation, it has access to a large pool of data regarding perception and experience with different brands and products. The insights that the company has derived from this allows it to modify the brand offerings accordingly and remain competitively viable.

To ensure that clients get the best, it constantly keeps itself updated on the ever-changing landscape. Its teams are always enthusiastic to expand their knowledge about new technologies and innovations. In such a dynamic landscape, it has to be on the cutting edge in order to best assist the clients. By doing so it not only remains updated on the latest happenings in the industry but also ensures brand uniformity across various different touchpoints as all its teams are constantly learning and improving.

Standing Out From The Crowd

The most distinct feature that sets the brand apart from competitors is its work ethic and dedication towards client satisfaction. D M Systems' experience of over 25 years in this industry and its commitment to client satisfaction has allowed the company to cement itself as a reliable and dependable partner.

Unique Value Proposition

D M Systems always aims to provide the maximum value to the client by working closely with them and curating a plan of action specific for their organisations that is in line with their needs and existing infrastructure. It keeps its clients up to date about potential threats and what steps they should take to protect themselves from the threats. It also regularly adds and updates the client's security infrastructure to make sure there are no gaps in their armour.

Digital Technology Propelling Growth

D M Systems tests all new products and services in-house to determine where they fit best and where they stand with its other offerings, and where they can complement each other. The company maintains competitiveness by ensuring its technical capabilities and customer support are on par or better than the rest of the market.

OUR ASSOCIATES





D M Systems aims to provide best in Class cyber security solutions

Redefining security with ease



OUR TECHNOLOGY PARTNERS

SONICWALL

PLATINUM PARTNER

SOPHOS | Veeam

SUB DISTRIBUTER

GO DARC | Ruijie

NATIONAL DISTRIBUTER

TransAsia
SOFT TECH

DISTRIBUTER

RISK
MANAGEMENT



CYBER
SECURITY



INSURTECH
DOMAIN



OUR ASSOCIATES

SOPHOS

SONICWALL

FORTINET

THALES

SentinelOne

CROWDSTRIKE

ManageEngine

TransAsia
SOFT TECH

paloalto

NUTANIX

Hewlett Packard
Enterprise

DexGuard

FORCEPOINT

FS

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Figma

Lenovo

IBM

TREND

JPOS

tenable

Checkmax

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D M SYSTEMS PVT. LTD.

E2 -7/8 2nd floor Malviya nagar, New Delhi-110017

Branches: Chandigarh, Mumbai, Bangalore, Kolkata, Hyderabad, Chennai

Email ID: pallavi@dmsystems.in; partners@dmsystems.in

Contact No: 91-9999035340 | +91-7827997631

Website: <https://dmsystems.in>

PASS AUDIT – THE DIFFERENTIATING FACET

L ASHOK

MD,

Futurenet Technologies (India) Pvt. Ltd.



Brand Perception

Futurenet Technologies collects feedback from customers, vendors and social media inputs to assess its brand awareness and perception. Apart from this, the proof of pudding is in eating, hence the company judges by references that it gets from the existing customers. It engages with professional agencies coupled with its own marketing team to achieve consistency and common communication across platforms. Brand recall and word-of-mouth references are two metrics that it uses to judge its brand presence in customers' minds. The company strives 24/7 to deliver customer support in accordance with its promises.

Standing Out From The Crowd

Brand Futurenet Technologies is synonymous with reliability, consistency, and quality built over the last 27 years. It provides holistic IT support and an assurance to customers to run their businesses peacefully. As a Managed Services Provider (MSP), the company is adding a dedicated security portfolio to enhance customer support.

Unique Value Proposition

Over the last 27 years, Futurenet Technologies has provided 24x7 gold-standard service support to customers. The uniqueness of the company is its approach to achieving this support. Futurenet provides

unique niche Service Product called PASS Audit. This framework was created to audit, assess, and fix the current IT implementation gaps. As an MSP, the company uses their own framework to audit customers' IT landscapes to understand their pain areas and root causes. It fixes these along with customers and then moves them on to 24x7 support and provides very high availability.

Digital Technology Propelling Growth

R&D is an integral part of the company's values. As an organization, it is committed to inventing new avenues to enhance its services to customers. PASS Audit is the result of its three decades of presence in the industry. The company targets to innovate new methods to enhance user experience.

**Prognosis
Diagnosis
Cures**

Master Health Check-up
for your **IT Infrastructure**

Transforming Business Horizons: Our Customer Success Story

- Slashed IT budget upto 40%
- Achieved an outstanding 99.9% performance and availability boost
- Enhanced the end-user experience significantly
- Increased efficiency upto 35%

PASS Audit
Performance
Availability
Security
Scalability
Audit

Ingram Micro Xvantage Strengthening Partners To Do More In The Digital Era

NAVNEET SINGH BINDRA

Senior Vice President & Country Chief
Executive, Ingram Micro India



Standing Out From The Crowd

Ingram Micro focuses on core values and commitment to achieving excellence to distinguish its brand. While it has earned a viable reputation over the years in the distribution ecosystem, the company understands that it has to evolve continuously to meet the dynamic needs of businesses in the digital era. To meet this objective, Ingram Micro has undertaken multiple initiatives to educate, empower, and enable partners and customers digitally in the most personalized way.

Some of the key features that can help it sustain and enhance brand reputation during 2024 and beyond are:

- **Readiness for the Digital Era** – Ingram Micro knows that the new era of doing business calls for some digital innovation, and the Ingram Micro Xvantage can play a significant role in empowering its partners and businesses digitally. It's like the company's "Digital Twin" which enables partners, vendors and associates to interact and transact digitally.
- **Personalized Approach** – It has embraced a personalized approach towards fostering and strengthening its bonds with esteemed partners. It aims to deliver a superlative experience to all the partners, vendors and associates across all digital and physical touchpoints. That's why Ingram Micro has come up with customized solutions for businesses with unique needs and digital aspirations.
- **Customer Centricity** – The company focuses on customer centricity and work towards bringing ease of doing business in the digital era, and that's why it offers one-stop solutions for their technology needs, including product acquisition, integration & implementation, education & support, and even product lifecycle management.
- **Comprehensive Product Portfolio** – Ingram Micro makes sure that it helps partners meet the demands for all their technology needs, spanning across hardware, software, cloud and/or digital solutions through one digital ecosystem – Ingram Micro Xvantage.
- **Innovative solutions and services** – It also offers a wide range of innovative solutions and services, such as Professional Services, Managed Services, IT Asset Disposition & Lifecycle Management Services, Financial Services as well as Vertical-focused Solutions.

- **Strategic Collaborations and Partnerships** – Ingram Micro collaborates with leading OEMs and vendors to offer high-quality products to partners and then develop customized solutions with partners to help them meet end-customer needs and vertical-specific requirements competently.

Unique Value Proposition

The age of advanced digital technologies gives Ingram Micro partners more control over what they buy to match the exact requirements of their customers. Herein, it becomes critical to empower the partners with a comprehensive range of products, services, and solutions through a simplified interface. Ingram Micro Xvantage enables the partners to learn, partner, build, manage and buy the products, services and solutions that best suit their requirements. It is an intelligent experiential platform for Ingram Micro partners to harness insights, gain personalized deals, build solutions and place orders seamlessly. Additionally, the platform's compelling features and functionalities simplify the overall interaction and transaction experience of Ingram Micro's esteemed partners. Thus, Ingram Micro Xvantage empowers partners to get ready for the digital era of doing business.

Ingram Micro Xvantage offers a wide range of benefits for partners, such as a simplified quoting experience, seamless order placement, consignment tracking, etc. It gives them the liberty to choose the hardware, software and cloud services to meet their business-specific requirements. It also gives partners direct access to the customer support team, speak live with experts, and/or book appointments with Subject Matter Experts. Additionally, Ingram Micro Xvantage allows to choose from a wide range of Professional Services, Managed Services, Financial Solutions, and Verticalized Solutions. Hence, Ingram Micro Xvantage has enabled partners to explore a wide range of technology-led business solutions from one centralized platform. All these capabilities, features and functionalities of the platform set Ingram Micro apart in the partner ecosystem.

Empowering clients with innovative solutions to thrive in evolving digital landscape

ANUJ GUPTA

CEO & Director

Hitachi Systems India Pvt. Ltd.

Brand Perception

Hitachi Systems India employs a multifaceted approach to assess brand awareness and perception through data-driven insights. By leveraging advanced analytics tools, it analyzes various metrics such as social media engagement, customer feedback, website traffic, and market trends. These insights provide the company with a comprehensive understanding of how its brand is perceived in the market.

Utilizing this data, it makes informed strategic decisions to enhance the brand positioning and reputation. Whether it's refining the messaging, optimizing marketing campaigns, or innovating product offerings, data serves as the guiding force behind its decisions. Additionally, Hitachi Systems India continuously monitors and adapts its strategies based on the evolving landscape of customer preferences and market dynamics.

Ultimately, this data-driven approach ensures that the brand remains relevant, competitive, and resonates with the target audience, enabling the company to achieve business objectives effectively.

Ensuring uniformity in brand representation across diverse touchpoints is paramount for the organization. It achieves this by establishing clear brand guidelines and standards that are consistently communicated and enforced across all channels. From its website and social media platforms to customer interactions and marketing materials, every touchpoint reflects the brand identity and values consistently.

Standing Out From The Crowd

Hitachi Systems India distinguishes itself with its comprehensive suite of integrated IT solutions, leveraging cutting-edge technology and a steadfast dedication to customer satisfaction. Its primary objective is to reinforce and elevate the brand presence through the seamless integration of AI and automation, expansion of service repertoire, and the cultivation of robust local and global partnerships. Moreover, it places a premium on enhancing the customer experience by delivering personalized services and proactive engagement strategies, complemented by substantial investments in ongoing employee development and retention initiatives. Noteworthy is the expertise and heightened focus on cybersecurity, cloud solutions, and observability, reflecting its commitment to providing holistic IT solutions.

Simultaneously, it augments digital footprint and industry thought leadership to enhance brand visibility and foster deeper engagement with audiences.

Unique Value Proposition

The company's value proposition lies in delivering innovative solutions that empower its clients to thrive in a rapidly evolving digital landscape. It offers cutting-edge technology expertise, personalized service, and a relentless commitment to exceeding customer expectations. To ensure consistent communication across all customer touchpoints, it employs several strategies.

Firstly, Hitachi Systems India maintains clear and comprehensive brand guidelines that articulate its messaging, tone, and visual identity. These guidelines serve as a reference point for all communication efforts, ensuring consistency across channels. Secondly, it invests in robust training programs for team members to ensure they understand and embody the brand values in every interaction. Additionally, it leverages technology to streamline communication processes and maintain a unified brand voice across various platforms.

By prioritizing consistency in communication, it strengthens brand identity, builds trust with customers, and reinforces value propositions in the market.

Digital Technology Propelling Growth

Hitachi Systems India prioritizes research and development (R&D) to innovate its service offerings and stay competitive. Its emphasis on R&D revolves around service innovation, process optimization, and technological advancement. The company invests in understanding evolving client needs, refining internal workflows, and integrating cutting-edge technologies to enhance service delivery. Market research and talent development are also key pillars of its R&D strategy, enabling the company to identify market opportunities and nurture a culture of creativity. Additionally, strategic partnerships and risk management efforts further strengthen its innovation ecosystem. Through these initiatives, Hitachi Systems India ensures that its services remain at the forefront of industry trends, driving continuous improvement and maintaining competitive edge.

Today's innovations
shape tomorrow's reality.

**LET'S MAKE THE
'NEXT' HAPPEN NOW**

With
Hitachi Systems India

**OUR
SERVICES:**



GEN AI



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Aiming To Elevate Value Proposition With Strategic Initiatives

BYJU PILLAI

Group MD,
Inflow Technologies Pvt. Ltd.

Brand Perception

Inflow Technologies leverages data-driven insights to gauge brand awareness and perception, through various methodologies like surveys on emerging trends, using social media listening tools and analytics in order to monitor brand mentions, sentiment, and engagements. Comprehensive market research and competitive analysis help the company to refine its value proposition and identify differentiation opportunities. Additionally, web traffic and SEO analysis optimize its online presence. While ongoing brand tracking studies measure changes in awareness and perception over time. These insights enable the company to make informed decisions, enhance the brand strategy, and maintain a strong market presence.

Standing Out From The Crowd

Inflow Technologies optimizes the distribution process through its perfected Execution & Enablement Cycle and comprehensive VAD Wheel Model, ensuring a structured six-step approach to solutions and service enablement. It focuses on enabling and engaging partners through strategic partnerships and targeted marketing approaches to uncover new opportunities. Inflow Technologies' comprehensive support suite provides an extensive product portfolio, presales support, integration services, and commercial and financial assistance. Additionally, its professional services help in business engagement, market adaptability, product awareness and acceptance thus boosting productivity and end user satisfaction.

In 2024, it focuses on further refining its Execution & Enablement methodology with the latest industry trends and technologies, expanding the network of specialists and service providers, and implementing advanced marketing strategies to enhance visibility and reach. Its advanced training programs equip partners with the latest skills, while the partner-centric approach ensures that it meets the unique needs of its associates and their end users. By leveraging these strategic initiatives, Inflow Technologies aims to enhance value proposition, delivering exceptional support, fostering strong partnerships, and driving success for all its partners.

Unique Value Proposition

The value proposition at Inflow Technologies centers on providing exceptional support and driving success for its partners who are the deemed customers through a comprehensive suite of products, services, and strategic initiatives. The company aims to empower its partners with cutting-edge technology, robust support systems, and extensive trained resources, enabling them to effectively position their businesses, establish market presence, and drive revenue growth.

To ensure consistent communication of its value proposition across all touchpoints, Inflow Technologies employs several strategies. It maintains detailed brand guidelines that define the company's messaging, visual

identity, and communication standards, ensuring a unified presence across all platforms. Regular training sessions for partners ensure everyone is aligned with its technology offerings, services standards, brand positioning and communication. Additionally, it utilizes integrated marketing campaigns that reinforce its value proposition through various channels, including digital marketing, social media, and direct engagement. Continuous feedback loops with partners help Inflow Technologies refine the messaging and ensure it resonates effectively within the company's partner community. Its value-added distribution and end user satisfaction benchmarks create increased Referrals, larger Recall, and an extended Reach. The overall experience proves highly Rewarding, thus turning out into a collective strategy driving value proposition as well as reinforcing its commitment to partner success at every interaction.

Inflow's Growth Propellers

Inflow Seal, a security management & reporting service, a state-of-the-art Centre of Excellence (**COE**), Technical Assistance Centre (**TAC**), and **Inflow Academy** – a learning and development initiative.

The VAD Wheel Model



Your fastest evolving Value Added Distributor



Inflow Technologies addresses the rapidly growing needs of organizations to manage and secure information more effectively and intelligently.

Being a Value-Add Distributor, we cater to Cyber Security, Unified Communications and Collaboration, Networking, Automatic Identification and Data Capture & POS, Infrastructure & Application Software, Storage Management, Electronic Security products & related Services in South Asia.

- ▶ **65+** Global Technology vendors
- ▶ **2900+** Strong channel of Partners
- ▶ **120+** Strong Trained & Certified Technical team to provide support to partners
- ▶ Presence across **19+** locations in South Asia

For more information :

☎ +91 80 4126 5151

✉ info@inflowtechnologies.com

🌐 www.inflowtechnologies.com



Innovation, alliances, client trust and team: Key Drivers of Success

ADITYA NARAIN KAKKAR

Director

Intensity Global Technologies Pvt. Ltd.



Digital Transformation Propelling Growth

Digital transformation is indeed a critical area. Intensity Global focuses on leveraging the latest digital technologies to drive efficiency, innovation, and growth for clients. Its approach includes a comprehensive analysis of a client's current operations and identifying areas where digital tools and processes can create value. Whether it's through advanced analytics, IoT, AI-driven insights, or automation, the goal of the company is to transform businesses to operate more effectively in a digital-first world.

AI - A Transformative Technology

Entering the AI market is a strategic move for Intensity Global Technologies. It sees AI as a transformative technology that can revolutionize industries by providing deeper insights, enhancing decision-making processes, and automating routine tasks. The company's AI initiatives include developing tailored AI solutions such as predictive analytics, natural language processing, and computer vision applications. These solutions help clients optimize operations, improve customer experiences, and stay ahead of their competition.

Cybersecurity

Cybersecurity is a top priority for the company. It adopts a multi-layered security approach to protect clients' data and infrastructure. This includes the implementation of advanced threat detection systems, continuous monitoring, and regular security audits. It also provides comprehensive cybersecurity services, including risk assessments, vulnerability management, and incident response planning. The partnerships with leading cybersecurity providers like Fortinet, Check Point and Palo Alto enable the company to offer robust and up-to-date security solutions.

Alliances

The alliances are vital to its business strategy. These partnerships bring several advantages. For instance, the collaboration with HPE and Aruba allows Intensity Global Technologies to offer world-class networking and IT infrastructure solutions. Fortinet, Checkpoint, Palo Alto provide the

company with advanced cybersecurity capabilities, ensuring its clients' data and systems are secure. The partnership with Aten enhances its ability to deliver high-quality audio-visual solutions, and Nutanix helps to offer robust and scalable cloud and hyper-converged infrastructure solutions. These alliances not only enhance its service portfolio but also ensure that it delivers the best possible outcomes for its clients.

Success Factors

Several factors have contributed to the success of the company. Firstly, its commitment to stay ahead of the technology curve by continuously innovating and adopting new technologies. Secondly, the company's strategic alliances with top tech companies like HPE, Aruba, Fortinet, Aten, and Nutanix have been crucial. These partnerships enable it to offer cutting-edge solutions and services. Thirdly, its client-centric approach, which focuses on understanding and addressing the unique needs of each client, has built long-term relationships and trust. Lastly, the talented and dedicated team, who are the driving force behind its achievements.

Achieving Milestone

Completing 20 years is truly a remarkable milestone for Intensity Global Technologies. Over the past two decades, it has grown tremendously, adapted to rapid technological changes, and has remained committed to delivering innovative solutions. Its success is a testament to the hard work and dedication of the entire team, the strategic alliances, and the trust of its clients.

Future Roadmap

The company is very optimistic about the future. Its focus will remain on embracing and integrating emerging technologies such as AI, IoT, blockchain, and 5G into its service offerings. Intensity Global Technologies aims to expand its expertise and capabilities in these areas to continue providing innovative solutions that drive digital transformation for clients. Additionally, the company plans to enhance its global footprint, exploring new markets and opportunities. Continuous learning, adaptation, and staying client-focused will be key to its ongoing success.

OUR TOP OFFERINGS

SAP Application	Cyber Security Solutions	Networking Solutions	Data Center Solutions
Software Solutions	AR-VR	AI & ML	Cloud Solutions

OUR PARTNERSHIPS

At Intensity Global, we believe in the power of collaboration. Over the years, we have forged strong alliances with top-tier OEMs

Round-the-Clock Protection, Unmatched Expertise, Your Security is Our Priority



In today's digital landscape, cyber threats are evolving at an unprecedented pace. Your business's data, reputation, and financial health are at risk. Don't let cybercriminals compromise your success. Intensity Global offers a robust, comprehensive SOC as a Service to keep your business secure 24/7.

Our state-of-the-art Security Operations Center (SOC) provides real-time monitoring, threat detection, and incident response. We combine advanced technology with expert human analysis to safeguard your critical assets. With Intensity Global, you gain:

- ▶ **Continuous Monitoring:** Our team watches over your systems around the clock to detect and neutralize threats before they impact your business.
- ▶ **Expert Analysis:** Our cybersecurity specialists use cutting-edge tools and techniques to analyze potential threats and vulnerabilities.
- ▶ **Rapid Response:** In the event of a security incident, our team responds swiftly to mitigate damage and restore normal operations.
- ▶ **Custom Solutions:** We tailor our services to meet your specific needs, ensuring optimal protection for your unique environment.

Stay one step ahead of cyber threats with our SOC as a Service. Let us be your trusted partner in cybersecurity.

Connect with us today!



IRIS GLOBAL



SANJIV KRISHEN

Chairman
Iris Global Services

Iris Global Services - “The Most Responsive Distributor”

Standing Out From The Rest

As a company, Iris Global Services is equipped with everything it takes to set it apart as “The Most Responsive Distributor. This includes a dedicated and highly diligent workforce, a robust and dynamic channel partner network, and energetic, partner-centric leadership.

More importantly, Iris Global Services is not just a distribution brand - it is an amalgamation of smart-minded individuals who focus on a strategy-oriented approach to meet the customized needs of all its business partners.

The company is always available seven days a week, always ready to burn the midnight oil to help partners. This is what sets Iris Global Services apart from the competition and enhances its value as a distributor.

For 2024, its plan is to keep working uphill with this sustainable approach while developing novel strategies to enhance the reach and make a stronger mark in the industry.

Brand Perception

Currently, data is the new currency. It is the driving force behind all the business decisions of Iris Global Services. Data helps the company to determine brand perceptions, enabling it to adopt strategies to improve and cater to the constantly shifting demands of the industry. Adapting to such changes can only be done via a data-driven approach, which Iris Global Services focuses on.

Uniformity in brand representation is highly necessary. However, like in everything, even representation must be tailored to suit specific needs of specific customers.

The company analyzes locations where it needs to strengthen its approach and support. It analyzes which of the OEMs can benefit from its reach and relationships with the partners and then plan strategies accordingly to increase business.

On the other hand, the measurement of Iris Global Services’ efficacy depends on several factors such as conversion rates, target achievements, enhanced channel partner base, and an increased product flow.

Iris Global Services and its people believe in a loyalty-based approach where the company can connect the partner to the brand and establish a value-based relationship that can benefit everyone with Iris Global Services being a strong and unwavering bridge between the two. With this it can maintain a perfect balance.

Unique Value Proposition

It is a rather simple and disciplined approach. The principal strategy is to help partners close business. It makes customer calls with partners and is there to provide tailor-made solutions. Iris Global Services executes all the necessary procedures at its disposal to ensure that it can touch upon the entire partner network completely, without leaving anyone behind.

To efficiently function as a team, it also engages in routine internal strategy formation which enables its multiple teams to engage in consistent and clear communication with the channel partner network. By maintaining a unified voice and consistent messaging, Iris Global Services has been able to build trust and reinforce the value it offers to partners.

Iris Global Services



Iris Global Services

Seamless teamwork & strong business ethics has been the Iris way of doing business.

Established in 1996 by our Chairman **Mr. Sanjiv Krishen** & Director **Ms. Kamini Talwar**, Iris is one of the **“Most Trusted”** Indian companies in IT distribution and services. With our deep expertise in IT Distribution, Technology Solutions, IT Support Services & Financial Services, we enable our business partners to operate efficiently and successfully in the markets they serve.

Iris has:

- ▶ **Presence at 26 locations across country**
- ▶ **An efficient supply chain management**
- ▶ **An experienced team**

10000+
Partners and
still counting

3000+
Projects
we have
accomplished

40+
Our
valued OEMs

70+
Awards we
have been
honored with

sales@irisglobal.in

www.irisworld.net

We can deliver to 19000+ pin codes

Hybrid Multicloud - The De Facto Industry Standard

In 2019, the world generated 4.4 zettabytes of data. In one year, it increased tenfold to 44 zettabytes, and by 2025, it is expected to hit 200 zettabytes.

We are truly in the midst of a data explosion, and a surge in organizational data, through factors like digitization and the adoption of data-heavy tech like AI, ML, and IoT. Tech spending in India is projected to outpace economic growth by a factor of two, driven by the need for stronger digital capabilities, according to a recent IDC survey. Therefore, adding flexibility and scalability to legacy systems has become the need of the hour for data-driven organizations.

Cloud computing has become a popular option in recent times. Over 60% of all corporate data is already in the cloud, and half of the 200 zettabytes of global data to be generated by next year is expected to reside there. Yet, it is not without its risks. 45% of all breaches are cloud-based, as organizations struggle to get acclimated with various providers.

Moreover, there is a notion that legacy mainframe systems have become outdated in today's dynamic environment. On the contrary, they have kept pace and continue to drive a significant portion of mission-critical workloads for big businesses.

Therefore, moving forward, the sensible approach for organizations is to maintain the best aspects of the systems they have built over time and incorporate cloud services where and when it makes sense in their data landscape.

A recent Enterprise Cloud Index survey by Nutanix found that hybrid multicloud infrastructure deployments are fast becoming the de facto standard, with 90% of respondents taking a 'cloud smart' approach & leveraging the best environment for their applications, whether it is a data centre, the cloud, or the edge.

So, what is a hybrid multicloud? Unlike the many complicated terms and acronyms floating around in the data-driven world, this is relatively simple if you break it down.

Hybrid —> Something composed of multiple other things

+

Multicloud —> Using more than one cloud computing service

=

Hybrid Multicloud —> An IT infrastructure

that uses a mix of on-premises systems and private/public cloud from multiple providers

It is quickly becoming an executive priority, with nearly half of the respondents in Nutanix's ECI noting that implementing hybrid IT is a top priority for their CIO. The move is already on, with 95% of organizations moving applications from one environment to another over the past year, with security & innovation being the top drivers for this.

In fact, there are several drivers behind companies increasingly adopting this technology:

- The flexibility & scalability it provides to deal with increased data requirements
- The abundance of options leads to a more dynamic strategy that avoids roadblocks like vendor lock-in
- Optimized workloads, leading to cost optimization
- Adherence to compliance & data sovereignty requirements

Yet, the adoption process is not without its set of challenges, the key one being that there is no real prescriptive roadmap for success when it comes to hybrid multicloud. Each model will vary depending on factors such as the organization's size, industry, data profile, and compliance requirements. Thus, individual applications and workloads need to be addressed on a tailored basis.

It is important to realize that adopting hybrid multicloud, like most new technology, comes with its own set of risks like Potential Lack of Interoperability; Avoiding Downtime and Cost Considerations.

Therefore, your goal shouldn't just be to get a hybrid multicloud. It should be to get a unified hybrid multicloud with a common cloud operating model across all environments, whether it be on-premises & hosted private cloud, public & service provider cloud or edge locations. Here are some ways to achieve that:

- **Hyperconverged Infrastructure:** Containerization packages software into containers that contain all the necessary elements to run an OS virtually across any IT environment in the multicloud sphere.
- **Unified Control Dashboards:** A single layer extending across all the cloud environments can give you complete visibility and control of your entire infrastructure.
- **Stringent Security:** Most breaches have



MITISH CHITNAVIS
Chief Technology Officer
iValue Group

a human element involved, so adding top-of-the-line security strategies like zero trust to your hybrid multicloud is key to safeguarding all your digital assets.

- **Hybrid Multicloud Platform-as-a-Service:** The whole industry is suffering from an overall dearth of cybersecurity talent, so choosing a managed services provider to take care of your hybrid multicloud could be a great option for certain organizations that don't want to overprovision their in-house cloud resources.

Any of these measures could help you develop a fully optimized hybrid multicloud, the benefits of which are multifold - Enhanced Security; Granularized Control; Total Portability; Reliable Business Recovery and Accommodation of Seasonal Activity.

Overall, we believe hybrid multicloud is the future of your organization's IT infrastructure. It may sound exhaustive, but the right partner can streamline it all for you, and strategic partnerships with industry leaders like Nutanix and Google Cloud Platform make iValue Group your ideal partner in going hybrid multicloud.

iVALUE



Scan for more
information

Hybrid Multicloud

The De Facto Industry Standard



www.iValueGroup.com

Ensuring Mutual Success By Aligning Partner's Needs

MOHAN KUMAR TL

Director
Netpoleon India



Brand Perception

The IT industry is one of the most dynamic industries. Here, not only does the customer preferences change rapidly but technology evolves even faster. Hence, understanding the brand awareness and perception becomes more important than ever. Data-driven insights offer Netpoleon India the ability to stay ahead and maintain stability. Some of the things that the company do with the help of the marketing agency are:

- Social Media Listening
- Digital Marketing Analytics
- Brand Health Tracking
- Feedback Analytics
- Customer and Partner behaviour observation and analysis
- Competitor Analysis

In fact by following the above regime stringently, the company received the HPE Aruba Award for best marketing this year.

Well, consistency is key when it comes to brand representation across various touchpoints. Netpoleon India ensures uniformity by implementing strict brand guidelines and uses a centralized asset management system to ensure that everyone within the organization or outside has access to the latest brand assets.

Standing Out From The Crowd

Well, what sets Netpoleon India apart from the contemporaries is its relentless pursuit of innovation, the customer-centric technologies, and the intricate partner network in the realm of cybersecurity. Here's how the company plans to sustain and enhance its brand's value proposition in 2024:

Firstly, having an eagle's eye on cutting-edge technologies. For e.g. Netpoleon India specializes in the latest advancements in OT Security, Identity Security, Cloud Security, and SASE (Secure Access Service Edge) and its commitment is to stay ahead of the curve in these critical areas of cybersecurity. This sets Netpoleon India apart as a Value-Added Distributor (VAD).

Secondly, it emphasizes, commits, and invests in marketing – be it traditional or digital. It understands the power of digital platforms in enhancing brand visibility and reaching the target audience effectively. As it moves forward into 2024, the company remains committed to further enhancing the marketing efforts to strengthen the brand presence and reach.

And last but not the least, Strategic Partner Focus, Netpoleon India believes in the power of focus, therefore rather than spreading itself thin, it limits its focus to a select number

of partners that allows it to develop deep, meaningful relationships. By aligning the go-to-market strategies with its partners' needs and offering tailored solutions, Netpoleon India ensures mutual success. In 2024, it will continue to strengthen these partnerships, driving growth and innovation together.

Unique Value Proposition

Certainly, at Netpoleon India, across its branches in 11 countries, the six value propositions combined with three key strategies of Unified Messaging, Centralized Communication, and Continuous Improvement ensure that communication across all customer touchpoints is consistent and effective, helping it to deliver exceptional value and service to its customers.

A quick peek at the values that is Netpoleon India's mantra:

- Solutioning consultation & architecture
- Proof of concept
- Professional services
- Post sales support services
- Technology Product Training
- Marketing Support
- Regional Presence.

TECHNOLOGY PARTNERS



DRIVING DIGITAL INDIA WITH NIVESHAN TECHNOLOGIES – A TRUSTED “SAATHI”

With a wide array of IT services, from Data-center Services to Business Continuity solutions, Niveshan Technologies is dedicated to fostering innovation and enabling businesses to flourish in the digital era. It primarily focuses on People, Process, Technology, and Delivery Innovation, ensuring that the company is at the forefront of technological innovation. It is also committed to continuous innovation and investment in its Customers, Human Capital, Operational Excellence, and Trusted Partnerships, aiming to surpass expectations and provide exceptional value.

Its incredible team is the driving force behind the company's success, fueled by their dedication, innovation, and expertise. Niveshan Technologies believes that its people are its greatest asset, and it is devoted to nurturing a culture of collaboration, growth, and excellence.

SAATHI

together towards tomorrow

Niveshan Technologies is dedicated to build powerful partnerships that cater to the ever-evolving needs of the businesses. To achieve that, the company has come up with a program called Saathi that establishes strong alliances, fostering mutual growth and success in the constantly changing digital landscape. It works with a diverse network of strategic partners, technical OEM partners, independent software vendors, and outsourcing partners to deliver innovative solutions and achieve shared success.

UNIQUE VALUE PROPOSITION

Niveshan Technologies' value proposition centres around dedication to providing innovative, technology-driven solutions that address real-world challenges and empower its clients to succeed in a dynamic environment. Setting itself apart from competitors, it prioritizes excellence, a customer-centric approach, and the delivery of measurable outcomes.

To maintain consistent communication across all customer touchpoints, it implements a multifaceted strategy that encompasses digital and traditional channels alike. The digital arsenal includes its website, social media platforms, email campaigns, and digital advertising initiatives, while the traditional channels encompass print materials, events, and in-person engagements.

Consistency is key across these touchpoints, reflected in messaging, branding, and tone, all reinforcing the value proposition and brand identity. Utilizing storytelling, thought leadership content, case studies, and client testimonials, it articulates the advantages of its solutions and demonstrates the industry expertise.

Transparency, authenticity, and responsiveness are cornerstones of its client communications. It prioritizes understanding and exceeding the clients' needs, fostering open dialogue, and building trust. By nurturing these relationships, Niveshan Technologies cultivate loyalty, advocacy, and business expansion.



KUMAR BACHCHAN
FOUNDER & MANAGING DIRECTOR

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NETWORK DEVICES

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ORDER BOOKED

OFFERINGS



VARINDIA

INDIA'S FRONTLINE IT MAGAZINE

Kalinga Digital Media is a premier technology publication house in India, bringing you VARINDIA, SPO INDIA, and Brand Book since 1999. Our commitment is to provide comprehensive market intelligence, advisory services, CSR initiatives, and organize impactful events across various sectors. It underscores our commitment to fostering growth and innovation in the Information Technology, telecommunications, cyber security, and mobility markets.

For the past 25 years, Kalinga Digital Media has established itself as a premier organizer of national and international technology events, creating platforms for industry leaders to share insights, explore innovations, and drive industry growth. The recent Partner Connect model facilitates real-time connections with 30,000 partners in the IT industry and engages 1,000,000 authorized subscribers in the B2B and B2C communities. We look forward to continuing our journey of excellence and making significant contributions to the industry. Our commitment to excellence and innovation has enabled us to foster meaningful connections within the IT industry and beyond.

VARINDIA Research is a vital resource for high-tech industries, offering unparalleled market intelligence and analysis to over 1,000 corporate customers worldwide. The Channel Leadership Survey (CLS) stands out as a key service, providing deep insights into the channel ecosystem and enabling businesses to make informed decisions. Our commitment to delivering comprehensive and actionable research ensures that our clients can navigate the complexities of the high-tech market with confidence and foresight.

Services for the industry:

Anniversary Issue



Anniversary Issue
25th Year

Channel Awards Nite



Star Nite Awards
23rd Edition

Enterprise Customer Summit



Infotech Forum
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SME Summit



EIITF - Kolkata
13th Edition

Up-Country Event



OITF-Bhubaneswar
15th Edition

Tech Summit



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WIITF - Mumbai
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Enhanced Skills & Expertise helping to better serve customers and stay ahead of the curve

SAIRAMAN MUDALIAR

Director, Pentagon System & Services Pvt. Ltd.

Brand Perception

Feedback Forms: Conducting surveys and collecting feedback from customers is a crucial method for understanding customer satisfaction and areas for improvement. The collected data can be analyzed to identify trends and make informed decisions to enhance customer experience.

Social Media Monitoring: This involves tracking mentions, shares, likes, and comments on social media platforms. By monitoring social media, businesses can gauge public sentiment, identify influencers, and engage with customers in real-time.

Website Analytics: Analyzing website traffic, including page views, is essential for understanding how users interact with a website. Metrics such as the number of visitors, page views, bounce rate, and average session duration can provide insights into the effectiveness of the website's content and design.

Competitor Analysis: Comparing brand metrics with competitors provides context and benchmarks for assessing brand awareness and perception.

It is also important to maintain uniformity across all touchpoints.

- **Establishing Brand Guidelines:** Creating comprehensive brand guidelines is essential for maintaining a consistent brand identity. These guidelines should cover all aspects of the brand, including logo usage, color schemes, typography, tone of voice, and imagery.
- **Training and Education:** Ensuring that employees and stakeholders are trained on the brand guidelines is crucial for maintaining brand consistency. This can be achieved through workshops, training sessions, and providing access to the brand guidelines document.
- **Regular Audits and Compliance Checks:** Conducting regular audits across all touchpoints is important to ensure that the brand guidelines are being followed. This involves reviewing marketing materials, social media posts, website content, and any other brand-related materials to check for compliance with the brand guidelines.

Standing Out From The Crowd

Constant innovation, skill upgradation and customer centric approach has always made Pentagon System & Services stand unique when it comes to

choosing a partner. It stays ahead in the ever-evolving technology landscape by continuously enhancing its skills and expertise to better serve customers.

Unique Value Proposition

Clear Value Proposition: Pentagon System & Services ensures that its value proposition is clearly articulated and understood by all team members. This helps in aligning its efforts and communicating its unique benefits to customers effectively.

Centralized Content Management: The company maintains a centralized content management system to ensure that all are customer-facing content. This helps in maintaining a unified brand voice and improving efficiency in content creation and distribution.

Digital Technology Propelling Growth

Investment in Talent: It attracts top talent from diverse backgrounds, including researchers, engineers, designers.

Continuous Innovation Culture: Innovation is ingrained in its culture, and Pentagon System & Services encourages team members to explore new ideas.



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DEPLOYMENT



OPTIMISATION

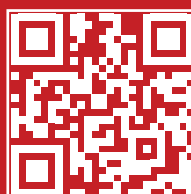


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Unwavering Commitment & Communication helping to thrive in the evolving digital landscape

ASHOK KUMAR

Founder & MD
RAH Infotech Pvt. Ltd.

Brand Perception

We leverage a comprehensive market intelligence framework and an advanced CRM platform to assess and utilize data-driven insights. These tools provide extensive data on customer buying patterns, market trends, and competitive landscapes, enabling informed strategic decisions. By harnessing these insights, we prioritize our strategies to better meet customer needs and stay ahead of market trends. Key metrics such as customer satisfaction scores, brand recall, engagement rates, and sales performance help us evaluate our brand strategy's effectiveness. Regular feedback and surveys offer insights into customer perception, while brand recall measures our market presence. We monitor engagement rates across digital platforms to gauge the impact of our marketing efforts, and track sales performance to understand the correlation between brand campaigns and sales outcomes.

We ensure uniformity in brand representation by maintaining consistent messaging that reflects our core values and value proposition. This is achieved through close collaboration between sales and marketing teams and ongoing training on brand guidelines and marketing strategies. To measure the efficacy of our brand strategy, we employ metrics such as customer satisfaction scores, brand recall, engagement rates, and sales performance. Customer satisfaction scores are derived from regular feedback and surveys, offering insights into brand perception. Brand recall measures our effectiveness in creating a memorable brand identity. Engagement rates on digital platforms help evaluate our marketing campaigns' impact, and sales performance metrics allow us to understand the direct correlation between our branding efforts and sales outcomes.

Standing out from the crowd

RAH Infotech stands out through our unwavering commitment to delivering authentic value to partners, customers, and OEMs, extending far beyond traditional marketing. We lead the market by pioneering advanced technologies in Cyber Security, Data Management, AI, ML, IoT, Predictive Analytics, and Intelligent Apps. Our robust global presence, headquartered in Delhi with offices across India and internationally in the Netherlands, Singapore, UAE, UK, and USA, further distinguishes us. To sustain and enhance our value proposition in 2024, we aim to expand our technology partnerships by continuously collaborating with innovative OEMs. Additionally, we will bolster our efforts, utilize our CRM for deeper customer insights, and drive digital transformation through SaaS, IaaS, and PaaS solutions.

Unique Value Proposition







Our value proposition centers on delivering world-class IT solutions that provide enduring business value, empowering our customers and partners to achieve their goals more effectively. To ensure consistent communication across all customer touchpoints, we utilize integrated marketing communications aligned with our value proposition. Personalized customer interactions, facilitated by our CRM platform, ensure relevant and tailored communications. Strategic content creation also plays a crucial role in

educating and informing our audience about the benefits and applications of our solutions. By producing high-quality content that highlights our expertise and the value of our offerings, we reinforce our brand message across various channels.

Digital technology propelling growth

The IT industry is growing leaps and bounds and so is the challenge for customers to make the right decision in choosing the best of technology products and services. RAH Infotech is uniquely placed in picking up technology trends, opportunities, and cyber threats well ahead of time, as we have partnered with industry leading vendor partners to bring cutting edge technology solutions and services. Channel partners are taking full advantage of our collaboration to define and execute Digital Transformation, Data Centre Solutions, Cyber resilience, AI-ML based solutions, SOC Services, Cloud Services, MSSP solutions and new age technologies.

We use data gathered from multiple sources including customer success stories, industry events, technology forums, customer connects and our own CRM data points to orchestrate and create meaningful insights and help our partners and customers to make informed decisions in expanding their Digital Technology adaption and protect their IT investments. RAH Infotech will continue to give highest priority to empower partners and customers to adapt best practices and validations to improve their business performance leading to a successful digital journey.

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DRM/Back Up	Application Performance & Security	Storage

SERVICES		
		
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Rashi Peripherals is Redefining ICT Distribution with Technology

RAJESH GOENKA
CEO
Rashi Peripherals Limited



Standing Out From The Crowd

Rashi Peripherals is India's fourth largest ICT distribution company in terms of revenue and infrastructure. It has one of the largest distribution networks of 51 branches, 50 service centers and 63 warehouses. With its robust network, the company caters to over 9900 channel partners in 705 locations. Rashi Peripherals has a comprehensive product portfolio of 60 global technology brands to cater the evolving needs of Indian consumers. Its distribution infrastructure, wide reach, strong product portfolio, consistent 20+ CAGR for the last 20 years and strong leadership make the company the most preferred distribution partner of brands and customers. It intends to continue the growth momentum and offer value-added support to its stakeholders.

Brand Strength

Rashi Peripherals primarily operates the two following verticals: Personal Computing, Enterprise and Cloud Solutions (PES) and Lifestyle and IT essentials (LIT). It distributes the entire gamut of IT products starting from a Rs 300 pen drive to machines required for building supercomputers. With this massive range of products and solutions in the portfolio, it caters to every technology requirement of its customers. It endeavours to make the latest technology available in every corner of the country. Rashi Peripherals has consistently added new brands and product categories to match the pace of technology advancement.

Fostering Growth Through Engagement

Rashi Peripherals caters to over 9900 channel partners in General trade (GT), Modern Trade (MT) and E-commerce. It believes in inclusive growth and hence, it makes substantial investments in the channel engagement activities. The company conducts roadshows in B, C and D Class cities to educate partners on new technologies. It also launches incentive schemes like foreign trip programs (FTS) to reward partners who achieve their business targets. It is probably the only distributor who organizes entertainment events for their family members. On the occasion of Women's Day, the company organized a fun-filled musical night for their family members. All these efforts are focused on boosting the morale of channel partners and the company will continue to conduct such activities in the future.

Rashi Peripherals conducts roadshows in non-metro locations to educate small partners on technology trends and business trends. It also has performance-based reward programs, and incentive schemes to motivate them. Apart from conventional distribution, Rashi Peripherals offers value-added support such as technical support, marketing services, credit solutions and warranty management services.

Robust Distribution Network

- Branches – 51
- Service Centers - 50
- Brands – 60
- Reach – 705 cities/towns
- Channel Partners – 9900+
- Warehouses - 63

Now Listed on NSE and BSE

14th February 2024



Robust distribution infrastructure
of 51 Branches, 50 Service Centers



Reach in 705 locations pan India



Network of 9900+ B2B
customers/channel partners



Distribution partner of 60
global technology brands



Efficient logistics and product
availability through 63 warehouses

RAMESH NATARAJAN
CEO
Redington Limited

Innovation, Technology and Partnerships Continue To Be The Cornerstone Of Growth

Technology Trends

IT distribution is undergoing a significant transformation. As technology evolves and customer needs become increasingly complex, companies are relying more on cutting-edge technologies to achieve sustainable growth. Technologies like AI, ML and Data Analytics creates opportunities for Redigton to offer specialised solutions and expertise.

The adoption of cloud computing and automation has revolutionised the way IT/ITeS services are delivered. The shift towards cloud-based solutions is driving demand for as-a-service models (PaaS, IaaS), which it is well-positioned to address. Hybrid and multi-cloud strategies are being embraced to manage workloads across different environments effectively.

Subscription as-a-service models are gaining traction, offering businesses flexible and scalable solutions. Additionally, there is a notable push towards catering to small and medium-sized enterprises (SMEs), offering scalable and cost-effective IT solutions tailored to their specific needs.

The role of Technology Distribution is critical in catalysing these Digital Transformations. As a key enabler in helping partners facilitate their customer's technology modernization, Redington sees its mission of minimizing Technology Friction being more relevant than ever.



Technological Advancement Impacting Strategy

Clearly, AI is the defining technology, the full impact of which is yet to be realized. This has implications not only for productivity, but also for gaining competitive advantage and eventually disrupting new business models. The company is at an inflection point, and AI will have a significant impact on Redington's operations and strategy in the coming years.

Redington also sees several other technologies that it works on, to be at a nascent stage in terms of defining strategy for its business as well as those of the partners. These include Cloud computing, Cybersecurity (especially in the context of AI-driven threats and security), IoT (powered by 5G), Data and Analytics and SD-WAN.

With a slew of such technologies, Redington has an unprecedented opportunity to empower more people and use-cases with the power of technology and be a force multiplier for the broader economy.

Brand Perception

At Redington, data forms the foundation for decision-making across functions. By striving for clean, accurate, and accessible data, Redington unlocks its transformative potential to drive growth and achieve its strategic objectives.

It leverages a data-driven approach to gain a comprehensive understanding of brand awareness and perception, ultimately informing strategic brand decisions. By actively monitoring social media conversations, the company gauges brand sentiment and identifies customer perceptions. Regular customer satisfaction surveys provide further insights into brand perception and pinpoint areas for improvement. Moreover, Web Analytics provides insights into customer behaviour, aiding in the optimization of Redington's online footprint. Additionally, Market Research is utilized to keep abreast of industry trends and customer inclinations, ensuring that Redington's strategies are aligned with market dynamics and consumer expectations.

Value Proposition

The brand proposition of Redington is symbolized by its core values: Uncompromising Integrity, Customer centricity, Results through teamwork, Respect & Trust and Striving for excellence. These values represent the charter by which Redington engages with internal and external stakeholders.

The brand Redington is associated with trust, responsiveness, agility, partner-centricity, inclusivity, great execution and offering a comprehensive portfolio of offerings.

As the company strengthens this value proposition, it continues to enhance its people strengths – a strong sense of ownership and intrapreneurial approach - even as the company leverages on technology to deliver exceptional experience to partners and other stakeholders.

In this context, the differentiators include having a future-ready mindset, outside-in approach, passion to win together, technology-led initiatives and a data-driven organization. Moreover, its thrust on sustainability initiatives will reflect in a slew of initiatives driving green technology and supply chain practices in the year ahead.

The company is committed to enhancing digital transformation by investing in initiatives prioritizing AI and Cloud technologies to boost operational efficiency and enrich the customer experience. Additionally, it is strengthening its service offerings such as managed services and cybersecurity solutions.

Growth Strategy

During the past several years of growth at Redington, the core elements of the strategy have broadly remained constant – partner centricity, brand relationships, people focus and its drive towards Innovation, Technology & Partnerships.

Through the technology and industry trends, Redington has

navigated the course jointly with its partners. This partner ecosystem has been instrumental in ensuring the relevance of its offerings and responsiveness to trends and opportunities for growth.

Redington is proud to be associated with the best of brands offering world-class technology and solutions. These offerings represent a significant part of the ICT industry of the country.

Together with partners and brands, it is immensely gratifying that the company has played a key role in the Digital transformation of India as well as other geographies that it operates in.

Importantly, its people form the fulcrum, as Redington works with the ecosystem to enable the digital transformation. It has initiated upskilling programs at an unprecedented level, enabling Redingtonians to deliver relevant solutions while also strengthening the partner and brand connect.

In short, the core strategy has been to build on the three pillars of Innovation, Technology and Partnerships. The company believes these pillars have not only positioned Redington in good stead over the past several years of growth, but will continue to be a strong foundation for its growth in the coming years.

Consistent Customer Experience

Redington's innovative B2B eCommerce platform offers an omnichannel engagement providing customers with ease of procurement and world-class experience. It has well-defined processes for customer interactions, ensuring a consistent experience across channels.

By collaborating with ISVs, system integrators, and solution providers, Redington enables innovation and delivers tailored solutions for businesses to overcome unique challenges. Its certified pre-sales engineers bring deep expertise and support to partners, enabling them to solve their customers' business problems.

Employee Engagement

Redington has made significant strides in fostering diversity and employee engagement through comprehensive programs. Its Diversity and Inclusion Programs are robust, featuring unconscious bias training, strategic talent acquisition from varied backgrounds, and comprehensive mentorship initiatives. These programs are designed to nurture an inclusive environment where every employee feels valued. Additionally, Redington places a high emphasis on Employee Recognition, regularly acknowledging and rewarding employees' contributions, which cultivates a culture of appreciation and motivates engagement.

The company also prioritizes Work-Life Balance Initiatives. By offering flexible work arrangements and wellness programs, Redington promotes a healthy work-life balance, promoting employee satisfaction.

“Redington recorded a strong financial performance for FY24, a testament to its continuous commitment to profitable growth. Over the past 17 years, it has grown its market capitalisation from ₹879.88 Crores in 2007 to an impressive ₹16,277 Crores till March 24. It has been another good year with the continuing story of profitable growth at the end of Q4 FY24. Despite industry challenges, it achieved a remarkable 13% year-on-year revenue growth at global level, reaching a record-breaking ₹89,610 Crores. This accomplishment reflects its strategic execution and focus on expanding market share across all business segments and geographies.”

Leveraging New Age Technologies To Offer Personalized and SCALABLE SERVICES

ATUL GUPTA
Managing Director
Rx Infotech P Ltd.



Digital Technology

The growing use of digital technologies, especially in cloud computing, enables Rx Infotech to grow by increasing scalability, reducing operating costs and enabling faster innovation. Cloud computing for infrastructure flexibility is convenient, supports remote work, and provides strong data protection. It enables the company to quickly adapt to market changes, implement new services and improve the customer experience. Additionally, the benefits of cloud technology enable data-driven decisions through detailed analysis, creating a competitive advantage. Overall, cloud computing is accelerating its digital transformation, positioning the company for continued growth and agility in a dynamic business environment.

Brand Perception

Customers find Rx Infotech an innovative and trustworthy brand, and value its progressive, customer-focused solutions. Competitors see it as a formidable player, known for its excellent use of cutting-edge technology. Corporate members recognize its commitment to quality and flexibility. To further this outlook, the company continues to invest in new products, maintain high service standards and engage in active networking. Collecting customer feedback helps Rx Infotech to optimize its offerings, while strategic marketing demonstrates its success. It also promotes industry partnerships and participates in relevant events to stay ahead of trends, ensuring the brand is respected and loved.

Standing Out From The Crowd

Rx Infotech stands out due to its innovative solutions, customer-centric approach, and commitment to excellence. Its distinctive strength lies in leveraging cutting-edge technologies like AI, cloud computing, and data analytics to deliver personalized and scalable services. The company prioritizes understanding and meeting its customers' unique needs, fostering strong, lasting relationships. Its agility in adapting to market trends and proactive stance on sustainability and social responsibility further differentiate the company. Market opportunities include expanding into emerging markets, capitalizing on the growing demand for digital transformation, and partnering with industry leaders to enhance its offerings. These factors drive brand preference by ensuring that the clients receive unmatched value, reliability, and forward-thinking solutions.

Unique Value Proposition

The company's value proposition focuses on innovative solutions and customer-centricity that drive business growth and efficiency. It combines advanced technology with exceptional service to deliver a customized, scalable and reliable offering. To effectively communicate this to its target audience, Rx Infotech uses several strategies including targeted digital marketing, thought leadership content, personal communication, internal customer testimonials to be strong with the company's success stories, industry expertise and customers. It earns trust by demonstrating success and commitment. Rx Infotech's clear and consistent messaging ensures that its value proposition is relevant and appealing to its ideal customers.

Brand Trustworthiness

To navigate the 2024 and beyond evolving landscape, Rx Infotech plans to adopt many new strategies to drive brand loyalty and advocacy. It will enable personalization using AI-powered consumer insights, ensuring tailored experiences that meet individual needs. Expanding its digital engagement channels, including interactive content and virtual events, will keep its audience connected and engaged. Investing in sustainability and socially responsible initiatives appeals to ethical consumers. In addition, the company will strengthen its customer support through improved self-service strategies and dynamic communications. By constantly innovating and tackling emerging challenges, it aims to build lasting relationships and inspire advocacy.



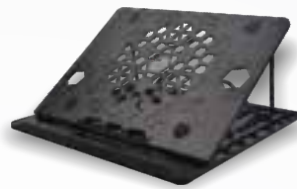
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TONER



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WEBCAM



LAPSCAN



INNOVATION AND ADAPTABILITY HELP TO STAY RELEVANT



MANOJ YADAV
National Sales Head
Satcom Infotech Pvt. Ltd.

Brand Perception

Quantitative Analysis: Utilizing data analytics tools, companies can track various metrics such as website traffic, social media engagement, search volume, and sentiment analysis to quantitatively measure brand awareness and perception. By analyzing these metrics over time, brands can identify trends, patterns, and areas for improvement.

Surveys and Feedback: Conducting surveys and gathering feedback from customers and target audiences can provide valuable qualitative insights into brand awareness and perception.

Competitive Analysis: Data-driven competitive analysis involves monitoring and analyzing competitors' activities, such as marketing campaigns, product launches, and customer feedback. By benchmarking against competitors, brands can identify areas where they lag or excel, enabling them to adjust their strategies accordingly to enhance brand perception.

Social Media Listening: Social media platforms offer a wealth of data that brands can leverage to gauge brand awareness and perception. Analyzing social media data provides insights into how the brand is perceived by the audience

and helps identify opportunities for engagement and improvement.

Brand Health Tracking: Establishing key performance indicators (KPIs) to track brand health metrics such as brand awareness, brand recall, brand favorability, and brand loyalty is essential. Regularly monitoring these KPIs allows brands to assess the effectiveness of their branding efforts and make data-driven decisions to enhance brand perception and value.

Consumer Behaviour Analysis: Analyzing consumer behavior data, such as purchase patterns, product reviews, and customer interactions, provide insights into how consumers perceive and engage with the brand. By understanding consumer behaviour, brands can tailor their messaging, products, and experiences to better resonate with their target audience, ultimately improving brand perception.

Standing out from the crowd

Unique Product or Service Offering: Offering a product or service that stands out from competitors can be a key differentiator. This could include unique features of products, superior pre & post sales service and innovative technology.

Brand Identity and Positioning: Establishing a strong brand identity and positioning in the market can help create a distinct image and reputation.

Customer Experience: Providing exceptional customer service and a positive overall experience can set a brand apart from competitors.

Innovation and Adaptability: Continuously innovating and adapting to changes in the market can help a brand stay relevant and maintain its competitive edge.

Marketing and Communication: Effective marketing and communication strategies can help a brand connect with its target audience and differentiate itself from competitors.



ABOUT US

A complete IT Security Distribution House

- Established as VAD in 2003, in Mumbai.
- Regional presence in Mumbai, Delhi, Bengaluru, Chennai, Hyderabad, Kochi, Kolkata, Ahmedabad, Pune.
- 50+ skilled professionals form Team Satcom

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Revolutionizing surveillance industry with innovative range of accessories

Digital Technology Propelling Growth

Adoption of digital technology is essential for real growth and without this sustainable growth is not possible. Technology adoption helps to reduce business cost, keep pace with global growth rates, and positions Securenet as industry leaders.

IP is the new normal in the surveillance industry. Offices and homes are now being automated using IP platforms, allowing for seamless security and surveillance management through a single app. IP technology offers a comprehensive solution. The demand for CAT6 cables is rising as it provides an easy and cost-effective option.

Standing Out of The Crowd

Brand Securenet has redefined the surveillance industry with its innovative range of accessories, such as CCTV cables and related products. By addressing installation challenges with industry first and need base initiative, Securenet leads the market with pioneering solutions like lift CCTV cables, as well as HD and IP CCTV cables. All the products adhere to global standards and the company sets new industry benchmarks with features like long length cables, real outdoor cables and innovative service solutions of unconditional warranty on all its products.

The company positions itself as a best-in-class security solutions company, excelling in quality, service, and customer support. Securenet continuously strives to maintain a pioneering attitude within the industry as it has launched 2+1 CCTV cable, 100% copper cable for 3+1 CCTV cable and CAT6 cable.

Brand Perception

Brand Securenet is renowned for its superior quality and service, gaining widespread acceptance across various states. The company's commitment to quality and service is central to its business philosophy, with QC and R&D forming the core foundation. Securenet is proud to be the only brand in the country offering unconditional warranties on all its products, a distinctive feature that sets the company apart. This commitment positions Securenet as the ethical choice for customers, distributors, and partners.



SHIV SHANKAR SINGH

MD

Securenet Cables and Connectors Pvt. Ltd.

By 2030, it aims to stay ahead of the curve with cutting-edge technology, positioning itself as a comprehensive surveillance solution provider for both the Indian and international markets. Quality and reliability are paramount for Securenet, and over the past eight years, it has consistently demonstrated excellence in these areas.

Brand Trustworthiness

In 2024, it is launching IP cameras for the Indian market under the Make in India initiative, along with its own app. It will provide best-in-class online and offline support to partners and customers, backed by a nationwide advertising campaign.

SECURENET

Cat 6 Cables Complete IP & Networking Solution



Securenet Cables and Connectors Pvt Ltd

HEAD OFFICE
22-A/5, COOPER ROAD,
CIVIL LINES,
PRAYAGRAJ 211001

SALES OFFICE & FACTORY
C-21, DDA Shed,
Okhla Industrial Area,
Phase-1, New Delhi 110020

WAREHOUSE
STREET NO. 3, PLOT NO.59,
BLOCK-1, VISHWAS NAGAR,
SHAHADARA, DELHI 110032

SALES
+91-9415214632, 7309030979, 9795519551
SALES EMAIL
MARKETING@SECURENETCABLES.COM

Delivering Innovative Solutions To Address Customer Challenges



PUNIT THAKKAR

CEO & MD

Shivaami Cloud Services Pvt. Ltd.

Brand Perception

Data plays a crucial role in Shivaami Cloud's brand strategy. It leverages advanced analytics to measure brand awareness, sentiment, and perception across multiple channels. By analyzing customer interactions, social media engagements, and market feedback, the company gains valuable insights that inform strategic decisions. This data-driven approach enables Shivaami Cloud to optimize its messaging, targeting, and overall brand positioning.

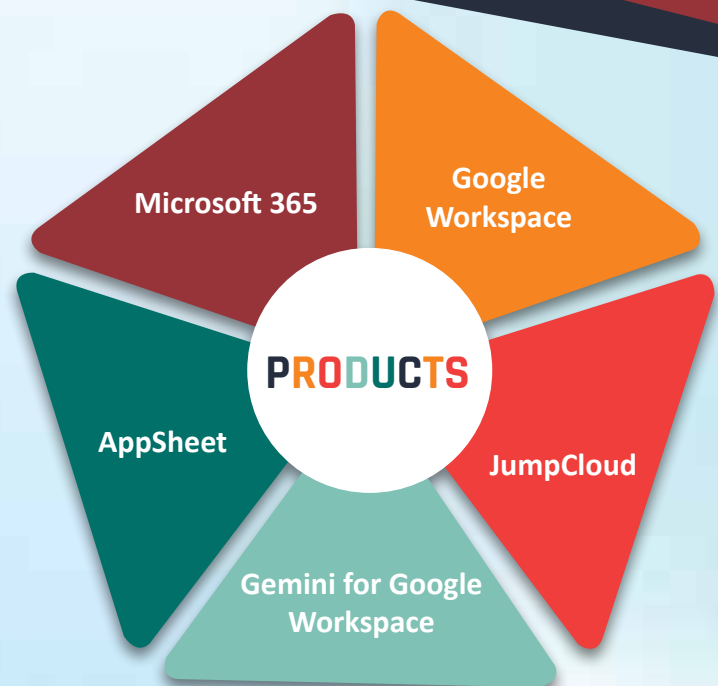
Consistency is key to successful brand representation. It implements strict brand guidelines that dictate visual identity, tone of voice, and messaging across all touchpoints. Regular audits and feedback mechanisms help ensure adherence to these guidelines. Metrics such as brand recall, customer satisfaction scores, and conversion rates are used to measure the efficacy of the brand strategy, providing actionable insights for refinement.

Standing Out From The Crowd

Shivaami Cloud's distinctiveness lies in its unwavering commitment to customer-centric innovation. It prioritizes not just meeting but exceeding customer expectations through product quality, service excellence, and continuous improvement. To sustain and enhance its brand's value proposition in 2024, the company plans to further invest in R&D, enhancing its product offerings based on customer feedback and emerging market trends. This approach ensures that the company stays ahead of competitors and remains relevant to evolving consumer needs.

Unique Value Proposition

The organization's value proposition revolves around delivering innovative solutions that solve real customer challenges. It emphasizes clear, concise, and consistent communication across all customer touchpoints—website, social media, customer service interactions, and marketing collateral. By maintaining a unified brand voice and messaging, the company builds trust and reinforces its value proposition in the minds of its audience.





EMPOWERING YOU THROUGH CLOUD

The purpose of **shivaami** is to bring **positive change** in the lives of people we connect, by offering **solutions** and **services** which brings **profit** and **happiness**.

PRODUCTS AND SERVICES

Workspace

A collaborative and productive cloud-based suite to get all your work done in one go.

chromebook

A compact and powerful laptop built on the Chrome OS that enhances your productivity.

jumpcloud™


A cloud platform that connects and manages employees, their devices, and IT applications.

SIGN.USEWISE

Create professional email signatures across your organization with Sign.UseWise.



 Shivaami cloud services: 1001, Runwal R Square, Ibs road, Mulund West, Mumbai 400080

 +91 775 784 1333

 info@shivaami.com

 www.shivaami.com



A “Make in India” brand dedicated to offer high quality communication products



Brand Perception

For any brand to be successful, it is crucial that it understands the market dynamics pretty well before they venture into such a domain. Data driven insights give an updated information on the market scenario with respect to the market shares of various brands - who is doing well, who is not and who has exited the domain completely and why. For e.g. the exit of to major global brand from the EPABX globally has opened up tremendous opportunities in that sector. On the other hand, the Make in India campaign of the government has restricted the foreign brands in India to an extent and again created opportunities for the indigenous brands. All these put together helped Signtel Communications in defining the go-to-market strategy.

The company is very clear about the market segments that it needs to work on rather than just jumping on the bandwagon and trying for areas/ segments that are already being served well by others. For example, the strategy which Signtel Communications is working on the SIGNTEL Analog Landline phones is to reach out to the institutional channel partners only and that too with a clear mandate of “Partner Profitability” which is the pain point of partners for a long time. To ensure the desired reach, the company has appointed Inflow Technologies Ltd., a leading IT Distributor firm in India as the National and SAARC distributor to complement in the Signtel Communications’ efforts.

Standing Out From The Crowd

SIGNTEL is a brand that is dedicated to bring high quality communication products under the mandate of “Make in India” to bring good quality products at a reasonable price point. The distinct feature of it is that it leverages the conventional TDM Technology/features and integrates them with the latest IP/SIP Platforms to create a hybrid product offering that not only suit the requirements of SMB and mid-market customers, but ensures that it is within their budgets as well.



Unique Value Proposition

Signtel Communication’s distinct value proposition is to ensure that the partners make decent profits when they sell any SIGNTEL product and this is the key driving factor. To ensure this the company restricts the number of partners in every city and ensures that all large projects are registered and supported well by the OEM and the distributor together. Besides, it also takes feedback from partners and tries to implement the solutions possible within a definite period of time.

Digital Technology Propelling Growth

No product/brand can survive without the most crucial aspect of Research and Development (R&D). When a product is launched in the market, it is done with certain insights by their internal teams. However, post launch, the actual customer/partner feedback comes in regarding the technical/feature sets that the actual customer is looking for and this is where R&D plays a role to change and adapt in line with the customer’s needs and expectations. Fast response and deployment of the new technical and feature changes in the right kind of time frame and with the right kind of costing will ensure the competitiveness of a particular product / brand.



Land line Phones

- Basic Landline Phones
- Caller ID Phones
- CLI Speakerphone
- Large 4 Line Display
- Last Number Redial

IP Phones

- Entry Level to High End SIP Phones
- HD Voice
- Graphical LCD
- Dual-Port, PoE Support
- 10/100 and Gigabit version



Hybrid IP PBX

- IP at Core
- Hybrid IP PBX
- Server based Soft Switch with Gateways
- Hot Standby / Redundancy options
- 16 Ports to 1000 Ports and beyond

Media Gateways

- PRI Gateway to support 1/2/4 PRI/E1
- FXO gateway in 4/8/16/24 ports in a single box.
- Standalone FXS gateways in 8/16/32/48 ports.
- 64 ports to 256 ports gateway with redundant CPU and PSU.



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Constantly Modifying Services And Strategies To Remain Pertinent And Competitive

SUNIL THARIANI

Director
Sound Solutions

Standing Out From The Crowd

The company will remain vigilant about market changes and customer preferences, and it will adapt its strategies and offerings accordingly to stay relevant and competitive. It will continue to leverage cutting-edge technology to improve its products, streamline its operations, and enhance the overall customer experience.

The company will explore new market opportunities and geographic regions to expand its customer base and diversify revenue streams. Sound Solutions will seek out strategic partnerships and collaborations with other industry leaders, startups, or influencers to amplify its brand's reach and credibility. By listening to customers' needs and preferences, it can ensure that it is delivering maximum value. The company will uphold the brand's values, messaging, and visual identity across all channels and touchpoints to reinforce its value proposition and build brand recognition and loyalty.

Brand Perception

Sound Solutions conducts regular surveys and gathers feedback from customers, prospects, and even employees to understand perceptions of its brand. This data helps it identify strengths, weaknesses, opportunities, and threats, informing the strategic decisions. The company employs social listening tools to monitor mentions, sentiment, and engagement around its brand on social media platforms.

This data provides real-time insights into how the audience perceives it and allows responding promptly to any issues or trends. It monitors online reviews and ratings on platforms such as Google My Business, Yelp, and industry-specific review sites. Analyzing customer feedback and sentiment helps it understand areas where it excels and areas where it needs to improve.

Unique Value Proposition

Sound Solutions develops clear and concise messaging that articulates its value proposition and resonates with its target audience. This messaging is consistently communicated across all marketing materials, website content, social media channels, and customer communications. The company establishes comprehensive brand guidelines that define standards for visual identity, tone of voice, messaging, and brand personality. These guidelines

serve as a reference for all employees and external partners involved in customer-facing activities, ensuring consistency in brand representation.

The company adopts an integrated approach to marketing communications, where all channels and tactics work together harmoniously to deliver a unified brand message. This includes advertising, public relations, digital marketing, social media, email marketing, events, and more.

The company provides training and onboarding programs to educate employees and partners about its brand values, messaging, and guidelines. This ensures that everyone involved in customer interactions understands the importance of consistent communication and knows how to uphold the brand identity.

The company actively solicits feedback from customers regarding their perception of the brand communication. This feedback helps it identify any inconsistencies or areas for improvement and allows to adjust messaging and strategies accordingly.

The company conducts regular audits and reviews of its brand communication efforts to assess adherence to brand guidelines and consistency across touchpoints. Any discrepancies or deviations are addressed promptly to maintain uniformity.

Sound Solutions leverages technology and automation tools to streamline and manage brand communication across multiple channels and touchpoints. This ensures efficiency and consistency in message delivery while allowing for personalized interactions with customers.

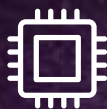
Digital Technology Propelling Growth

Sound Solutions invests in rapid prototyping and testing capabilities to quickly iterate on product designs and gather feedback from stakeholders. This iterative approach allows it to refine concepts, identify potential issues early on, and ensure that the final product meets or exceeds expectations.

The company places a strong emphasis on protecting its intellectual property through patents, trademarks, and other legal mechanisms. This not only safeguards the company's innovations but also provides a competitive advantage in the market.

ThinkBook 14

Lenovo



Intel 13th
Gen upto i7



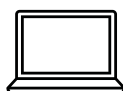
Dual SSD
40GB DDR4



720p with
privacy shutter



Dual Tone
Design



Aluminium Body



Weight 1.4 kg



MIL STD 810H
test passed



3Y Premier
Support

ThinkPad E14 G5

Lenovo

POWERFUL INSIDE STUNNING OUTSIDE

Your Gateway to Limitless Possibilities: Transform
Your World with Our Advanced Laptops!



Intel 13th
Gen upto i7



Dual SSD
40 GB DDR4



Fingerprint
reader



720p with
privacy shutter



IPS 300nits anti
glare screen



Weight 1.41 kg



MIL STD 810H
test passed



3Y Premier
Support

"WE BELIEVE IN FOSTERING COLLECTIVE GROWTH"

DEBRAJ DAM

Chief of VAD Venture
SupertronVAD



Forecasting Technology Growth

Supertron Group Founder & Group Chairman, Mr. V.K.Bhandari, in partnership with Mr. Debraj Dam, ventured into technology Value Added Distribution by establishing SupertronVAD (SEPLVAD) as its Founder & Chief of VAD on July 2nd, 2019. SEPLVAD primarily focuses on Unified Communication, AVS (Audio, Video, and Surveillance), DCS (Data Centre and Storage) and Cloud & Software (Cloud Applications) domain. This venture is aimed at leveraging a consultative approach to deliver unique solutions based on futuristic technology deployments including Audio-Video, Data, Software-Defined Applications, Cloud, Software Applications, IoT, and Analytics Management. SEPLVAD boasts a young and highly knowledgeable team of professionals with expertise in products, services, and market needs.

Since its inception, SEPLVAD has achieved rapid growth, establishing a significant presence in India. Also, it has established a strong foothold in the Asia and Middle East Africa region focused on delivering results for customers through unparalleled partner network & service excellence.

Technical and consultative approach to meet the unique needs of the environment:

- A policy for standardization across Solutions and Service
- Deep understanding of Technology & Enterprise Architecture across industries
- Applications specific to vertical markets

Reinforcing Partner's Belief

SEPLVAD has established strong partnerships with major global OEMs. Its focus lies in delivering domain-specific, integrated technology solutions that are agnostic to different sectors.

Unique Value Proposition

SEPLVAD doesn't just keep pace in the dynamic world of Information Technology solutions; it strives to be ahead of the curve.

The brand stands out through an unwavering focus on three critical areas – in Unified Communication, AVS, DCS and Cloud Applications.

This strategic concentration allows it to cultivate unparalleled expertise in each domain, creating synergies that offer its clients a robust and efficient IT experience with the credentials of ISO (9001:2015).

The distinct features of SEPLVAD are Transformation into Cloud-Based Solutions with Network as a Service (NaaS), Desktop as a Service (DaaS) or Virtual Desktop Infrastructure (VDI), Cloud Push to Talk.

Strategic Planning With a Vision

SEPLVAD is a deemed OEM for renowned brands like Synology, AVer Media, AVer, Teltonika, and Zeevee. A "Deemed OEM" is a company that acts as the Original Equipment Manufacturer (OEM) for various government procurement of the Government e-marketplace (GeM) in India.

SEPLVAD leverages stack solutions across its core technology domains

(Unified Communication, AVS, DCS, Cloud & Software) to optimize RoI and TCO of its niche offerings. This ensures adaptability to the evolving global technology landscape and focus on AI for inclusive growth of its partners and stakeholders.

By integrating real-time data from various sources, including customer interactions, social media engagement, forums, and corporate memberships in FSAI and AVIXA, SEPLVAD gains a comprehensive understanding of brand building strategies that empowers the company to become the preferred choice for consultants, partners, and customers.

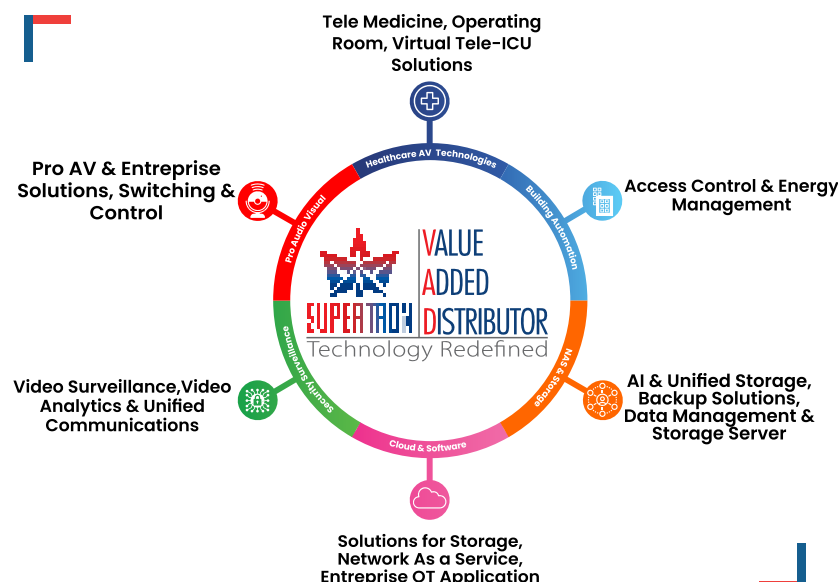
Strategies for Consistent Communication

SEPLVAD ensures consistent communication across all customer touch points. It achieves this by promoting strong collaboration between the technical, marketing, sales, and customer success teams. Regular meetings and integrated communication tools foster this alignment, ensuring that all departments work towards the same brand goals as a brand ambassador.

It also employs advanced automation tools to track the effectiveness of its business strategies, regularly analyse metrics such as customer engagement, satisfaction scores, and brand sentiment.

These insights inform strategic adjustments, improvements and ensuring communication remains effective & aligned with the brand values.

In summary, SEPLVAD prioritizes research on various Eco-System Solutions, enabling the company to drive innovation, maintain competitive edge, and deliver cutting-edge solutions that empower its clients to achieve their business objectives.



INNOVATION DELIVERED, EXCELLENCE ENSURED

SEPLVAD stands at the forefront of value-added distribution, ensuring that you receive not just products, but innovative solutions that drive excellence with consultative approach.

Partner with us to unlock new business opportunities and achieve mutual business growth together.

DATA CENTER & STORAGE

Infortrend

Synology

TELTONIKA

Web Works | RCH MOUNTAIN DATA CENTERS

Rosenberger

AUDIO VIDEO & SECURITY

AVerMedia

AVer

FELCO

zeevee

AVIGILON

SILENT SENTINEL

IPVIDEO

IPVIDEO

CLOUD & APPLICATION SOFTWARE

protean
Change is growth

AUA

WAVE
PTX

Virtuozzo

lightstorm

Synology C2

MOTOROLA SOLUTIONS

Calipsa

Deemed OEM

TELTONIKA



सत्यमेव जयते



GeM
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e Marketplace

Efficient • Transparent • Inclusive

AVer

Synology

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MANAV MITTAL
MD, Syrotech Networks



Redefining The Future Of Telecom and Networking Industry with Make in India Initiative

Acceptance Of Digital Transformation

Syrotech Networks has seen a notable uptick in customer acceptance of digital transformation. Factors like heightened awareness, technological advancements, competitive pressures, and government initiatives like Make in India have fueled this trend. Despite this, challenges remain, including data security concerns and integration complexities. Nevertheless, Syrotech Networks is committed to addressing these challenges by providing reliable and secure products and supporting its customers in their digital transformation journey.

Strategies

Syrotech Networks' strategies to address newer challenges in 2024 and beyond under the "Make in India" initiative include:

Innovation-driven R&D: The company is investing heavily in research and development to stay ahead of technological advancements and meet evolving market demands.

Enhanced manufacturing capabilities: Continuously upgrading its manufacturing facilities to improve efficiency, quality, and scalability.

Sustainable practices: Implementing eco-friendly initiatives to reduce environmental footprint and align with global sustainability goals.

Strategic partnerships: Collaborating with industry leaders and government bodies to foster innovation, expand market reach, and support the growth of the optical transceiver ecosystem in India.

Talent development: Prioritizing employee training and development to nurture a skilled workforce capable of driving innovation and maintaining its competitive edge in the market.

Value Addition

Syrotech Networks understands that newer technologies come with their own set of challenges. Through its commitment to innovation and quality, the company provides cutting-edge optical transceivers manufactured in India under the Make in India initiative. Its products are designed to meet the evolving needs of enterprises, offering reliable solutions to address the challenges posed by emerging technologies.

Reimagining The Future Of Telecom and Networking Industry

Syrotech Networks is leveraging the 'Make in India' initiative to drive innovation and enhance local manufacturing capabilities in the Telecom and Networking Industry. By focusing on R&D, skill development, and strategic partnerships, it aims to not only meet the current demands but also anticipate future trends. Its vision involves creating a robust ecosystem that fosters indigenous production, technological advancement, and sustainable growth, thus contributing significantly to the expansion of the Telecom and Networking Industry in India.

Brand Positioning

For FY 2024-25, Syrotech Networks is focusing on several key priorities to position its brand effectively in the rapidly evolving Indian corporate and SME sectors. It is heavily investing in innovation and R&D to advance its optical transceiver technology, ensuring that it stays ahead of market demands. Upholding high standards of quality and reliability remains a cornerstone of the company's strategy, helping it to build trust and loyalty among the customers. Syrotech Networks is also dedicated to expand its market presence both domestically and internationally, leveraging strategic partnerships with key players in the Telecom and Networking Industry to enhance its product offerings. To foster long-term relationships, it is enhancing its customer support services, ensuring robust and responsive assistance. Additionally, it is committed to sustainable manufacturing practices, aligning with the "Make in India" initiative to promote environmentally responsible growth. These priorities are designed to solidify the company's market position and drive sustainable growth in the dynamic Telecom and Networking Industry.



OPTICAL TRANSCEIVERS

Make in India



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Available



Onsite
Technical Support



100% COMPATIBLE WITH ALL OEMS:
Nokia | HP | Cisco | Juniper Networks
| Intel | Ciena | D-Link | Netgear

100G | 40G | 25G | 10G | 1G





NARINDER SINGH MANRAL

Chairman

TD Media Networks Pvt. Ltd. (TDM Networks)

Brand Perception

Brand awareness metrics and KPIs help TDM Networks to monitor and analyze the brand's awareness. KPIs allow to uncover the possible drawbacks of the company's branding and marketing campaigns, which can then be fixed to produce a better, more refined marketing workflow. TDM Networks having its second BU of Media can create a remarkable market difference.

Regaining its Technical Aura By Resonating Consistency & Reliability

Standing Out From The Crowd

TDM Networks being the second voyage of Narinder Singh Manral after a decade old successful entrepreneurship has its specific approach to be distinct; few of them are Consistency with expertise, Product differentiation, Customer experience, Relationship management, Reliability and Derivative.

Further to continue, TDM Networks is willing to establish its 'Technical Aura' again in 2024 to achieve the height of success in full swing and with utmost sincerity asking for the help from its esteemed OEM/organization to prove itself once to refurbish the trust factor. Old people delivering same technology services under new parasol.

Unique Value Proposition

The best value propositions are direct and not long. All who read them should easily get a feel for what a company offers. It is important to clearly show what benefits a company can offer to customers, specifically addressing their overall quality of life. Also, it is critical to appeal to the customer's emotional side for the greatest impact.

If a company has statistics that demonstrate its success, use them. Hard facts and figures will back up the claims. 65% of people are visual learners, so photos, videos, or graphics are more likely to capture a customer's attention. Lastly, make sure that the language used speaks to the persona of the target audience. Using overly complex terms may serve to confuse audiences rather than help them. TDM Networks believes in clear conceptual communication by empowering technology.

Digital Technology Propelling Growth

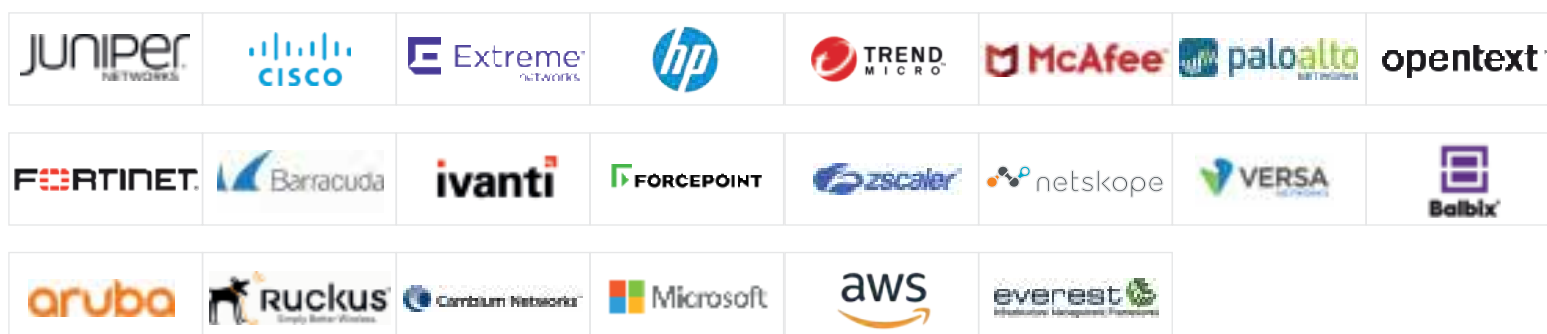
During the research and development phase of TDM Networks, engineers execute research and perform tests on product ideas, develop new products, and perform redesigns. Product engineering helps to define the development process, key roles, and responsibilities and thus understanding is crucial. The introduction of an innovative product can give the firm a temporary monopoly power, which allows for monopolistic pricing and hence higher profits until other firms can imitate the innovation. The benefits of innovation can also be reaped in terms of cost reductions or new markets.





- ▶ Network Security
- ▶ Application Security
- ▶ Information or Data Security
- ▶ Identity Security
- ▶ Operational Security
- ▶ Mobile Security
- ▶ Cloud Security
- ▶ Disaster Recovery and Business
- ▶ Continuity Planning
- ▶ User Education

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"Tech Data's Solution-Centric Methodology and Consistent Communication: Enhancing Customer Experience Across All Touchpoints"



SUNDARESAN K

VP & GM, Tech Data, India,
Australia & New Zealand

Standing Out From The Crowd

Tech Data's unique value proposition is its solutions aggregation and orchestration methodology. It has an extensive end-to-end portfolio of products, solutions and services. Coupled with Tech Center of Excellence (COE), it enables partners and their customers to maximize their IT investments, through the capability of building complete technology stacks from the ground up - particularly in strategic technologies such as Software, Cloud, Security, Analytics & AI.

Tech Data continually enhances its digital platform capabilities to meet the growing demands of the IT channel ecosystem, such as for software and services. For FY24, a strategic focus area is enhancing AI offering, given it's proliferation across every segment of the IT industry. The company continually innovates to support the growth of the IT ecosystem, its upcoming Tech Data Capital offering, and flexible financing solution for channel partners are examples of that.

Lastly, the Tech Data difference lies in its global presence and human capital – its co-workers' unwavering commitment to innovation, customer satisfaction, and deep understanding of market trends. As a company that cares, Tech Data is also focused on making the world a better place, such as SBTi commitment and goal of achieving carbon net-zero by 2045, as well as through community engagement activities.

Unique Value Proposition

Tech Data's value proposition consists of a combination of extensive end-to-end portfolio and solutions aggregation and orchestration methodology that integrates cutting-edge technologies like Security, Cloud, Analytics / AI to deliver compelling solutions that grow the IT ecosystem and enable digital transformation.

This unique approach simplifies complexity and accelerates go-to-market for Partners, a value-add which enables them to evolve their business with less risk, increase profitability, create new revenue streams, and improve their operational capabilities.

To ensure its value proposition is consistently communicated across all customer touchpoints, Tech Data employs the following strategies:

Comprehensive Brand Guidelines:

- Develop and maintain detailed brand guidelines that cover visual identity, messaging tone, and communication standards.
- Ensure all employees and partners have access to and understand these guidelines.

Unified Marketing and Communication Plan:

- Create a centralized marketing and communication plan that aligns with its brand values and value proposition.
- Ensure all campaigns, promotions, and content are consistent across channels, including social media, email, websites, and offline materials.

Cross-Functional Collaboration:

- Foster collaboration between marketing, sales, customer service, and product development teams to ensure a unified brand message.
- Hold regular inter-departmental meetings to align on key messaging and strategies.

Training and Development:

- Conduct regular training sessions for employees to ensure they understand the brand values and communication standards.
- Provide specific training for customer-facing roles to ensure consistent messaging and customer interactions.

Content Management System:

- Implement a robust content management system (CMS) to centralize and streamline the creation, approval, and distribution of marketing materials.
- Use the CMS to ensure that all content is up to date, on-brand, and consistent across all platforms.

Customer Feedback Loop:

- Establish mechanisms for gathering and analyzing customer feedback across all touchpoints.
- Use insights from feedback to refine and improve communication strategies and ensure they resonate with customers.

Monitoring and Auditing:

- Regularly monitor and audit all customer touchpoints to ensure compliance with brand guidelines and consistency in messaging.
- Use tools like social media monitoring, website analytics, and customer surveys to track communication effectiveness.

Technology and Automation:

- Leverage technology and automation tools to maintain consistency in communication, such as email marketing platforms, CRM systems, and social media management tools.
- Automate repetitive tasks to ensure timely and accurate messaging across all channels.

Personalization:

- Use data and analytics to personalize communication and deliver targeted messages that resonate with individual customer segments.
- Ensure that personalized messages still align with the overall brand values and value proposition.

Regular Updates and Refreshes:

- Periodically review and update brand guidelines, marketing plans, and communication strategies to reflect changes in the market, customer preferences, and organizational goals.
- Keep all stakeholders informed of any changes to ensure continued alignment and consistency.

To connect the
global IT ecosystem
and unlock its
potential for all.



#71

On the Fortune 500 List

\$60B

In Annual Revenues

150,000+

Customers

200,000+

Products & Solutions

100+

Countries Served

20,000+

Skilled Workers

Tech Data Center of Excellence (CoE)

Ready Modern Technology Solutions

Built for our channel partners and end users in mind, the Tech Data CoE provides ready multivendor next-gen solutions that support the most common and complex IT problems. The solutions that support the most across vendors and are ready to be tested and demonstrated, helping you go-to-market and scale your business at speed.

Scan the QR code



To request a demo from our
most updated solution catalog
coe.apac@techdata.com

Our Vendors

Acronis • Alibaba Cloud • Allied Telesis • Arista Networks • Autodesk
Automation Anywhere • Avepoint • Barracuda • BitTitan • Check Point • Ciena • Cibecs • Cisco • Citrix
Cloudera • CloudSEK • Couchbase • Cradlepoint • Cybereason • Cyware • DataDirect Networks (DDN)
Dataminr • Dell Technologies • Diamanti • F5 • GitLab • IBM • Indusface • Invicti • Lenovo • MailGuard
Microsoft • MongoDB • Netapp • OPSWAT • Oracle • Palo Alto Networks • SAS Institute INC
Simplifai • Syniti • Veritas • VMware by Broadcom • Unity • YugabyteDB • Zscaler



THE MOST INFLUENTIAL CMOS IN THE TECH INDUSTRY



50 INFLUENTIAL CMO'S OF INDIA

NAME

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ABHINAV KUMAR
AMIT TYAGI
AMOL GAIKWAD
AMRITA THAPAR
ANINDITA DAS VELURI
ANITA KUKREJA
ANJALI GUPTA
ANUPAM SAH
ARPITA SENGUPTA
ARVIND SAXENA
C SUKUMARAN
CHANDRIKA JAIN
DEEPAK MATHUR
DIPTI SINGH
JAGADISH M N
JAGANATHAN CHELLIAH
JESSICA D'CRUZ
JOSHUA MATHEW
KARTHIK SATHURAGIRI
KAUSTUBH PATKI
KISHOR ACHHRA
KRISHITA MOTWANI
KUSHAGRA SHARMA
MANISH BANSAL
MONICA KUMAR
MUKESH BAJPAI
NAVEED CHAUDHARY
NIDHI HOLLA
NIKHIL DUDWADKAR
NIKHIL MEHROTRA
NIPUN SHARMA
PAWAN AWASTHI
PEEYUSH DUBEY
PRASHANT DEWANGAN
PUNEET CHADHA
RAHUL NAUTIYAL
RAHUL SINGH
RAJAT ABBI
RAM PARAMESWARAN
RIMI DAS
RISHI PRASAD
ROSHNI DAS
RUCHIKA BATRA
SHANKER SAREEN
SHIRISH AGARWAL
SOORAJ BALAKRISHNAN
SUMIT VIRMANI
VAISHALI B SHIVSHANKAR
VINNY SHARMA

DESIGNATION

HEAD OF MARKETING
GLOBAL CMO
CMO
HEAD MARKETING(INDIA & SAARC)
MARKETING-DIRECTOR
DIRECTOR-MARKETING
HEAD OF MARKETING & CHANNEL SALES
HEAD OF MARKETING & CMO
DGM- MARKETING
DIRECTOR-MARKETING & COMMUNICATIONS
CMO
SR DIRECTOR- PRODUCT & COMMUNICATION CENTRE
DIRECTOR-BRAND STRATEGY & CONTENT
HEAD MARKETING(INDIA & SAARC)
DIRECTOR -PORTFOLIO MARKETING (IRS) ASIA & INDIA
REGIONAL MARKETING MANAGER
SR. DIRECTOR MARKETING- INDIA, ME & AFRICA
REGIONAL MARKETING DIRECTOR-INDIA & SAARC
HEAD OF MARKETING
HEAD OF MARKETING
MARKETING LEADER-INDIA
COUNTRY MARKETING MANAGER - INDIA AND SAARC
HEAD OF MARKETING (INDIA & SAARC)
HEAD MARKETING(INDIA & SAARC)
HEAD OF MARKETING,SAARC,JAPAN AND KOREA
CMO
MARKETING HEAD
HEAD OF MARKETING & PR
COUNTRY MARKETING DIRECTOR
MARKETING MANAGER- SOUTH ASIA
DIRECTOR FIELD MARKETING
SENIOR DIRECTOR & CMO
HEAD CONSUMER MARKETING
CMO
AVP AND HEAD OF MARKETING
CMO
HEAD OF MARKETING
VP & HEAD OF MARKETING
V.P., GLOBAL MARKETING, CMO
GLOBAL MARKETING HEAD- AI & DIGITAL
HEAD OF MARKETING- INDIA
SR. MANAGER,SOUTH ASIA
REGIONAL CMO ,GM-ASIA PACIFIC & JAPAN
VP- MARKETING & COMMUNICATIONS
MARKETING DIRECTOR,INDIA & SAARC
DIRECTOR-MARKETING
HEAD OF MARKETING
EVP & GLOBAL CMO
HEAD OF MARKETING, INDIA & SAARC
MARKETING DIRECTOR-ASIA PACIFIC & JAPAN

COMPANY

THOUGHTWORKS TECHNOLOGIES
TATA CONSULTANCY SERVICES
HTC GLOBAL SERVICES
CHECKPOINT SOFTWARE TECHNOLOGIES LTD.
MICROSOFT CORPORATION INDIA (PVT) LTD.
ADOBE INDIA PVT. LTD.
ICEWARP TECHNOLOGIES PVT. LTD.
SIFY TECHNOLOGIES LTD.
ADITYA INFOTECH PVT. LTD.
RED HAT INDIA PVT. LTD.
NEC CORPORATION INDIA PVT. LTD.
CANON INDIA
LENOVO INDIA
PALO ALTO NETWORKS
VERTIV ENERGY INDIA PVT. LTD.
FORCEPOINT
WESTERN DIGITAL
FORTINET TECHNOLOGIES INDIA PVT. LTD.
CISCO SYSTEMS INDIA PVT.LTD.
AWS INDIA & SOUTH ASIA
OPENTEXT TECHNOLOGIES INDIA PVT. LTD.
BMC SOFTWARE INDIA PRIVATE LIMITED
TRELIX INDIA
VEEAM SOFTWARE
INFOBLOX
HITACHI VANTARA INDIA PVT. LTD
AMD INDIA PVT. LTD.
INGRAM MICRO INDIA PVT. LTD.
DELL TECHNOLOGIES
KASPERSKY
NUTANIX TECHNOLOGIES INDIA PVT. LTD.
SALESFORCE INDIA
NVIDIA INDIA
TECH MAHINDRA LIMITED
WEB WERKS(IRON MOUNTAIN DATACENTERS)
REDINGTON INDIA LTD.
HEWLETT PACKARD ENTERPRISE
SAP INDIA PVT. LTD.
SCHNEIDER ELECTRIC
WIPRO LIMITED
PURE STORAGE INDIA PVT. LTD.
SEAGATE INDIA AND APJ
INTEL CORPORATION
ERICSSON INDIA
SENTINELONE
SAMSUNG INDIA
ACER INDIA PVT. LTD.
INFOSYS
F5 NETWORKS
SECURONIX

THE MOST INFLUENTIAL



A L JAGANNATH



ABHINAV KUMAR



AMIT TYAGI



AMOL GAIKWAD



AMRITA THAPAR



ANINDITA DAS VELURI



ANITA KUKREJA



ANJALI GUPTA



ANUPAM SAH



ARPITA SENGUPTA



ARVIND SAXENA



C SUKUMARAN



CHANDRIKA JAIN



DEEPAK MATHUR



DIPTI SINGH



JAGADISH M N



JAGANATHAN
CHELLIAH



JESSICA D'CRUZ



JOSHUA MATHEW



KARTHIK SATHURAGIRI



KAUSTUBH PATKI



KISHOR ACHHRA



KRISHITA MOTWANI



KUSHAGRA SHARMA



MANISH BANSAL

CMOs IN THE COUNTRY



MONICA KUMAR



MUKESH BAJPAI



NAVEED CHAUDHARY



NIDHI HOLA



NIKHIL DUDWADKAR



NIKHIL MEHROTRA



NIPUN SHARMA



PAWAN AWASTHI



PEEYUSH DUBEY



PRASHANT
DEWANGAN



PUNEET CHADHA



RAHUL NAUTIYAL



RAHUL SINGH



RAJAT ABBI



RAM PARAMESWARAN



RIMI DAS



RISHI PRASAD



ROSHNI DAS



RUCHIKA BATRA



SHANKER SAREEN



SHIRISH AGARWAL



SOORAJ
BALAKRISHNAN



SUMIT VIRMANI



VAISHALI B
SHIVSHANKAR



VINNY SHARMA



THE INDIAN UNICORN LANDSCAPE

RISING INDIAN UNICORNS: A FORCE TO BOOST THE ECONOMY

India's startup scene is thriving, and it's exciting to see the potential it holds for the country's future. The startup ecosystem has garnered significant attention from both Indian venture capitalists and multinational corporations due to its rapid growth, innovation, and potential for disruption. Indian startups are known for their agility, innovation, and ability to address market needs effectively, making them attractive investment opportunities for both domestic and international investors.

Unicorns are at the forefront of innovation and disruption. India has a supportive ecosystem for startups, including government initiatives, incubators, accelerators, and co-working spaces. These resources provide startups with access to mentorship, funding, networking opportunities, and infrastructure, fostering innovation and entrepreneurship.

India's entrepreneurial landscape has experienced remarkable growth and innovation, leading to the emergence of several unicorn startups that have garnered international attention and acclaim. These unicorns, privately held companies valued at over \$1 billion, have been instrumental in revolutionizing various industries, reshaping markets, and showcasing India's prowess on the global stage.

The Indian startup ecosystem's remarkable growth and success, ranking third globally in terms of unicorn count and collectively valued at \$349.67

billion as of May 2024, is a testament to the vibrant entrepreneurial spirit and innovation-driven culture prevalent in the country. These Indian unicorns are not only creating groundbreaking solutions and technologies but also fueling significant job growth and economic prosperity.

The statistics shows that, Bengaluru leads the list of cities in India with the most unicorns, boasting 46 unicorns. This is a testament to Bengaluru's status as India's Silicon Valley, known for its vibrant tech ecosystem, talent pool, and supportive infrastructure. Mumbai follows with 21 unicorns, showcasing the city's growing prominence as a startup hub, particularly in sectors like finance, media, and entertainment. Gurgaon ranks third with 15 unicorns, highlighting its emergence as a key business and technology hub in the national capital region (NCR).

These startups attract significant investment from venture capitalists, private equity firms, and other investors who recognize their potential for high returns. These investments fuel their growth and enable them to scale operations, expand into new markets, and invest in research and development into the sectors including FinTech, SaaS and AI. As startups continue to innovate and scale, they are expected to play an increasingly significant role in driving economic growth, job creation, and technological advancement in the country.





SIRE



Founder / Co-Founder:
TARUN MEHTA

PLATFORM:
TRANSPORT TECH

Unique Differentiation:

SIRE positions itself as the first sustainable blockchain with a mission to accelerate the implementation of the United Nations' Sustainable Development Goals (SDGs). It incorporates sustainability into its core protocol, rewarding nodes that engage in activities aligning with SDGs.

[Sire.org](https://sire.org)



ACKO GENERAL INSURANCE



Founder / Co-Founder:
VARUN DUA

PLATFORM:
FINTECH

Unique Differentiation:

ACKO is a prominent digital insurance provider based in India, known for its innovative approach to insurance. ACKO operates entirely online, offering a seamless and user-friendly digital experience for its customers. This reduces operational costs and allows for competitive pricing.

acko.com



AMAGI MEDIA LABS PRIVATE LIMITED



Founder / Co-Founder:
BASKAR SUBRAMANIAN

Platform:
SAAS

Unique Differentiation:

AMAGI is a media technology company specializing in cloud-based solutions for broadcasting and advertising. Its cloud-native infrastructure allows broadcasters to manage and deliver content more efficiently, reducing the need for traditional hardware and infrastructure.

amagi.com



APNA



Founder / Co-Founder:
NIRMIT PARIKH

Platform:
MARKETPLACE

Unique Differentiation:

APNA is a networking and job search platform designed primarily for blue-collar workers and skilled professionals. IT specializes in catering to the blue-collar and entry-level job market, addressing a segment that is often underserved by traditional job portals.

apna.co

acko.com



RESILIENT INNOVATIONS PRIVATE LIMITED



Founder / Co-Founder:
SHASHVAT NAKRANI

Platform:
FINTECH

Unique Differentiation:

BharatPe is a prominent financial technology company in India, offering various financial services tailored to small and medium-sized enterprises (SMEs) and merchants. It introduced a single, interoperable QR code that accepts payments from all major Unified Payments Interface (UPI) apps, such as Google Pay, PhonePe, Paytm, and others.

bharatpe.com



INDIAIDEAS.COM LIMITED



Founder / Co-Founder:
M.N. SRINIVASU

Platform:
TRUCKING PLATFORM

Unique Differentiation:

BillDesk is a leading payment gateway and digital payment solutions provider in India, known for its comprehensive suite of services that cater to a wide range of businesses and government entities. It offers a wide array of payment solutions, including bill payments, utility payments, e-commerce transactions, insurance payments, and more.

billdesk.com



BLACKBUCK



Founder / Co-Founder:
RAJESH YABAJI

Platform:
LOGISTICS SERVICES

Unique Differentiation:

BlackBuck is a leading logistics and transportation company in India, leveraging technology to streamline the trucking industry. IT operates a digital freight marketplace that connects truck owners with shippers, optimizing load matching and ensuring efficient use of trucking resources.

blackbuck.com



BLINK COMMERCE PRIVATE LIMITED



Founder / Co-Founder:
SAURABH KUMAR

Platform:
E-COMMERCE

Unique Differentiation:

Blinkit, previously known as Grofers, is a leading online grocery delivery service in India. IT has embraced the quick commerce (q-commerce) model, promising delivery of groceries and essentials within 10-20 minutes.

blinkit.com



BOAT LIFESTYLE



Founder / Co-Founder:
AMAN GUPTA

Platform:
LIFESTYLE

Unique Differentiation:

boAt has carved a niche for itself by understanding the millennial audience and their needs. Its USP focuses on providing affordable and high-quality audio products, which is reflected in its marketing messages.

boat-lifestyle.com



BROWSERSTACK



Founder / Co-Founder:
RITESH ARORA

Platform:
SAAS

Unique Differentiation:

BrowserStack is a leading software testing platform that provides developers and testers with the tools to perform cross-browser and cross-device testing of their web and mobile applications. Offers access to a wide range of browsers and browser versions, enabling developers to test their applications across different environments.

browserstack.com



GIRNAR SOFTWARE PRIVATE LIMITED



Founder / Co-Founder:
AMIT JAIN

Platform:
MARKETPLACE

Unique Differentiation:

CarDekho operates in a highly competitive market, so carving out a unique position is crucial. Encourage users to contribute content such as reviews, ratings, and experiences with different cars.

cardekho.com



COINSWITCH



Founder / Co-Founder:
ASHISH SINGHAL

Platform:
CRYPTOCURRENCY
EXCHANGE

Unique Differentiation:

CoinSwitch differentiates itself through various strategies. It offers access to a diverse range of cryptocurrencies, including popular ones like Bitcoin and Ethereum as well as emerging altcoins.

coinswitch.co



COFORGE BUSINESS PROCESS SOLUTIONS PRIVATE LIMITED



Founder / Co-Founder:
SUDHIR SINGH

Platform:
IT SERVICES &
SOLUTIONS

Unique Differentiation:

Coforge, being an IT solutions provider, developed deep expertise and specialization in specific industries such as healthcare, finance, or retail. It has positioned itself as a preferred partner for organizations seeking innovative, reliable, and customer-centric technology solutions.

coforge.com



DREAMPLUG TECHNOLOGIES PVT LTD.



Founder / Co-Founder:
KUNAL SHAH

Platform:
CREDIT SECTOR

Unique Differentiation:

Cred offers tools and resources to help users monitor and improve their credit scores. By providing insights into credit health and personalized recommendations for optimizing credit scores, CRED can differentiate itself as a valuable resource for financial well-being.

cred.club



CREDAVENUE PRIVATE LIMITED



Founder / Co-Founder:
GAURAV KUMAR

Platform:
MARKETPLACE

Unique Differentiation:

CredAvenue, as a platform focused on debt financing and lending solutions, offers a wide range of financing options tailored to the diverse needs of businesses, including term loans, working capital finance, invoice discounting, and supply chain finance.

go-yubi.com



BUILDER.AI



Founder / Co-Founder:
SACHIN DEV DUGGAL

Platform:
APP DEVELOPMENT

Unique Differentiation:

Builder.ai, as a platform focused on AI-powered software development and app building, offers a user-friendly interface and drag-and-drop functionality that allows users to build and customize software applications without the need for extensive coding knowledge.

builder.ai



CUREFIT HEALTHCARE PRIVATE LIMITED



Founder / Co-Founder:
MUKESH BANSAL

Platform:
HEALTHTECH

Unique Differentiation:

Cure.fit stands out in the health and fitness industry. It offers a comprehensive health and fitness ecosystem that includes a range of services such as fitness classes, healthy meals, mental wellness programs, and preventive healthcare.

cult.fit



DAILYHUNT



Founder / Co-Founder:
VIRENDRA GUPTA

Platform:
CONTENT AGGREGATOR

Unique Differentiation:

Dailyhunt, as a news and content aggregator platform, offers a wide range of news articles, videos, and other content in multiple languages, catering to diverse linguistic preferences across India.

m.dailyhunt.in



DARWINBOX DIGITAL SOLUTIONS PVT. LTD.



Founder / Co-Founder:
CHAITANYA PEDDI

Platform:
SAAS

Unique Differentiation:

Darwinbox, as a HR technology platform. It offers a comprehensive suite of HR solutions including HRMS (Human Resource Management System), payroll management, performance management, talent acquisition, employee engagement, and learning and development.

darwinbox.com



MERABO LABS PRIVATE LIMITED



Founder / Co-Founder:
VINEET RAO

Platform:
E-COMMERCE

Unique Differentiation:

DealShare offers online shopping, specifically focusing on the social commerce aspect. It leverages the power of social connections. Users can share deals with friends and family, creating a network effect and driving purchases through recommendations

dealshare.in



DELHIVERY PRIVATE LIMITED



Founder / Co-Founder:
SAHIL BARUA

Platform:
MODERN DELIVERY

Unique Differentiation:

Differentiating a delivery service can be vital in a competitive market. It focus on a specific niche market, such as delivering organic groceries, gourmet meals, or medical supplies with ultra-fast delivery options, such as same-day or even one-hour delivery for certain products.

delhivery.com



GO DIGIT LIFE INSURANCE LIMITED



Founder / Co-Founder:
KAMESH GOYAL

Platform:
INSURANCE

Unique Differentiation:

Digit Insurance, as a digital-first insurance company. It offer a completely paperless insurance experience, allowing customers to purchase, manage, and claim insurance policies entirely online or through a mobile app.

godigit.com



DREAM SPORTS GROUP



Founder / Co-Founder:
HARSH JAIN

Platform:
FANTASY SPORTS

Unique Differentiation:

Dream11, as a fantasy sports platform. It operates in compliance with Indian laws and regulations, making it one of the few legal fantasy sports platforms in India. It offers a wide variety of sports leagues and tournaments for users to participate in, including cricket, football, basketball, kabaddi, and more.

dream11.com



DROOM TECHNOLOGY LIMITED



Founder / Co-Founder:
SANDEEP AGGARWAL

Platform:
MARKETPLACE

Unique Differentiation:

Droom, as an online marketplace for buying and selling automobiles. It ensure all vehicle listings on Droom are verified for authenticity and accuracy, providing buyers with confidence in the quality of the vehicles listed on the platform

droom.in



Founder / Co-Founder:
JASPREET SINGH

Platform:
SAAS CLOUD DATA
PROTECTION

DRUVA INC.

Unique Differentiation:

Druva, as a cloud data protection and management platform. It offers a cloud-native data protection solution, allowing organizations to backup, recover, and manage their data entirely in the cloud. It eliminates the need for on-premises hardware and infrastructure.

druva.com



Founder / Co-Founder:
NISHANT PITTI

Platform:
ONLINE TRAVEL
PLATFORM

EASEMYTRIP LIMITED

Unique Differentiation:

EaseMyTrip, as an online travel agency. It offers bookings with zero convenience fees, allowing customers to save money on their travel expenses. EaseMyTrip differentiates itself as a platform that prioritizes customer satisfaction and convenience.

easemytrip.com



Founder / Co-Founder:
SANDEEP DESHMUKH

Platform:
LOGISTICS SERVICES

NTEX TRANSPORTATION SERVICES PVT. LTD.

Unique Differentiation:

ElasticRun is known for Skill development. It uses a hub and spoke model of warehouses and retail stores to drive distribution through an asset light variable capacity tech enabled platform.

elastic.run



Founder / Co-Founder:
ASHWIN DAMERA

Platform:
EDTECH

ERUDITUS EXECUTIVE EDUCATION

Unique Differentiation:

Eruditus positions itself in the education sector with a focus on a more refined and unique approach. It specializes in niche or high-demand fields, catering to learners seeking in-depth knowledge and advanced skills not readily available elsewhere.

eruditus.com



Founder / Co-Founder:
KALYAN
KRISHNAMURTHY

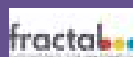
Platform:
E-COMMERCE

FLIPKART PRIVATE LIMITED

Unique Differentiation:

Flipkart, a major Indian e-commerce player, has carved a niche for itself through several key differentiators that cater to the specific needs of the Indian market. Flipkart recognizes the immense potential in smaller cities and towns.

flipkart.com



Founder / Co-Founder:
SRIKANTH VELAMAKANNI

Platform:
SAAS

FRACTAL ANALYTICS PRIVATE LIMITED

Unique Differentiation:

Fractal to be one of the most respected analytics company in the world. Fractal is working with over 50 Fortune 500 companies helping them drive better business outcomes by embedding analytics in their decisions and processes.

fractal.ai



FRESHWORKS INC.



Founder / Co-Founder:
**GIRISH
MATHRUBOOTHAM**

Platform:
SAAS

Unique Differentiation:

Freshworks, as a customer engagement software company. It offers a suite of customer engagement software that includes CRM (Customer Relationship Management), customer support, live chat, marketing automation, and more.

freshworks.com



GAMES24X7 PRIVATE LIMITED



Founder / Co-Founder:
BHAVIN PANDYA

Platform:
GAMING

Unique Differentiation:

Games24x7 provides a unique differentiation strategy by offering exclusive games or content that can only be accessed through this platform. It encourages user-generated content, competitions, and events to keep players engaged and connected.

games24x7.com



GLOBALBEES BRANDS PRIVATE LIMITED



Founder / Co-Founder:
NITIN AGARWAL

Platform:
**E-COMMERCE
AGGREGATOR**

Unique Differentiation:

GlobalBees, as an e-commerce aggregator platform. It offer a wide range of products across various categories, including electronics, fashion, home goods, and more. It differentiates itself as a platform that prioritizes quality and customer satisfaction.

globalbees.com



THE GOOD GLAMM GROUP



Founder / Co-Founder:
DARPAN SANGHVI

Platform:
DIRECT-TO-CONSUMER

Unique Differentiation:

The Good Glamm Group is a content-to-commerce company that produces and sells personal care and cosmetic products, with operations in India, Dubai, Singapore, and the USA. It is the platforms to support and accelerate Mom Micro-Entrepreneurs.

goodglamm.com



GUPSHUP TECHNOLOGY INDIA PRIVATE LIMITED



Founder / Co-Founder:
BEERUD SHETH

Platform:
**CUSTOMER
ENGAGEMENT**

Unique Differentiation:

Gupshup, as a conversational messaging platform. It enables businesses to engage with customers across multiple messaging channels, including SMS, WhatsApp, Facebook Messenger, RCS, and more.

gupshup.io



HASURA TECHNOLOGIES PRIVATE LIMITED



Founder / Co-Founder:
TANMAI GOPAL

Platform:
SAAS

Unique Differentiation:

One of the key advantages of using Hasura in conjunction with other API gateway tools is its ability to directly generate APIs. Hasura acts as a GraphQL engine that sits between your applications and various data sources

hasura.io



ICERTIS INC.



Founder / Co-Founder:
SAMIR BODAS

Platform:
AI-POWERED CONTRACT
INTELLIGENCE

Unique Differentiation:

Icertis, a contract management software (CLM) company. It goes beyond basic contract management by leveraging artificial intelligence (AI) and machine learning (ML) to extract valuable insights from contract data. It is supported by a vast data pool and strong enterprise software integrations.

icertis.com



INCRED FINANCIAL SERVICES LIMITED



Founder / Co-Founder:
BHUPINDER SINGH

Platform:
NBFC

Unique Differentiation:

InCred has enabled a customer -focused, human approach to lending. It is a new-age financial services platform that leverages technology and data-science to make lending quick and easy.

incred.com



INFO EDGE INDIA LTD.



Founder / Co-Founder:
SANJEEV
BIKHCHANDANI

Platform:
ON-LINE PLATFORM

Unique Differentiation:

Info Edge is an Indian technology holding company which owns, operates and invests in internet-led businesses. It is a portfolio of brands - each with distinct opportunities and challenges in terms of markets and operations.

infoedge.in



HELLA INFRA MARKET PRIVATE LIMITED



Founder / Co-Founder:
AADITYA SHARDA

Platform:
BUILDING &
CONSTRUCTION SUPPLIES

Unique Differentiation:

Infra.Market is a profitable one-stop construction solutions company. With a vision of creating India's largest multi-product building materials brand, it is transforming the entire supply chain through tech innovation.

infra.market



INMOBI



Founder / Co-Founder:
NAVEEN TEWARI

Platform:
MOBILE MARKETING

Unique Differentiation:

InMobi puts the customer first, striving to understand their needs and deliver exceptional service and solutions. It's value continuous learning and development, providing opportunities for employees to grow and enhance their skills and knowledge.

inmobi.com



INNOVACCOR INC.



Founder / Co-Founder:
ABHINAV SHASHANK

Platform:
HEALTH CLOUD

Unique Differentiation:

Innovaccor's aim is to simplify complex data from all points of care, streamline the information, and help organizations make powerful decisions and realize strategic goals based on key insights and predictions from their data.

innovaccor.com



KRUTRIM



Founder / Co-Founder:
BHAVISH AGGARWAL

Platform:
ARTIFICIAL
INTELLIGENCE

Unique Differentiation:

Krutrim is specific to India. The model trained over 2 trillion tokens and has a large representation of Indic language tokens in the training data. It has support for all 22 scheduled languages.

olakrutrim.com



LEADSQUARED



Founder / Co-Founder:
SUDHAKAR GORTI

Platform:
SALES EXECUTION

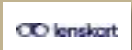
Unique Differentiation:

LeadSquared, as a customer acquisition and engagement platform. It offers a comprehensive suite of tools for managing the entire customer journey, from lead generation and capture to conversion and retention.

leadsquared.com



LENSKART SOLUTIONS PRIVATE LIMITED



Founder / Co-Founder:
PEYUSH BANSAL

Platform:
EYEWEAR INDUSTRY

Unique Differentiation:

Lenskart, as an online eyewear retailer. It offers a virtual try-on feature that allows customers to try on glasses virtually using their device's camera. Lenskart differentiates itself as a platform that prioritizes customer convenience and eye health.

lenskart.com



LICIOUS



Founder / Co-Founder:
VIVEK GUPTA

Platform:
DIRECT-TO-CONSUMER

Unique Differentiation:

Licious, as an online meat and seafood delivery platform. It guarantees the freshness and quality of its meat and seafood products, sourcing them directly from trusted farms and suppliers.

licious.in



LIVSPACE PTE LTD.



Founder / Co-Founder:
RAMAKANT SHARMA

Platform:
INTERIOR DESIGN

Unique Differentiation:

Livspace, as an online home interior design and renovation platform. It offers an end-to-end solution for home interior design and renovation, covering everything from design consultation and planning to execution and installation.

livspace.com



MAKEMYTRIP LIMITED



Founder / Co-Founder:
DEEP KALRA

Platform:
ONLINE TRAVELS

Unique Differentiation:

MakeMyTrip has established itself as a leading online travel booking platform in India. It offers a wide range of travel options, including flights, hotels, holiday packages, bus tickets, train tickets, and car rentals.

makemytrip.com



HONASA CONSUMER PVT. LTD.



Founder / Co-Founder:
CHAZAL ALAGH

Platform:
DIRECT-TO-CONSUMER

Unique Differentiation:

Mameearth, as a brand specializing in natural and toxin-free personal care products for babies and mothers. The products are formulated with natural and organic ingredients and free from harmful chemicals such as parabens, sulfates, phthalates, and artificial fragrances.

mameearth.in



C.E. INFO SYSTEMS LTD.



Founder / Co-Founder:
RASHMI VERMA

Platform:
DEEP TECH TO MAPS

Unique Differentiation:

MapmyIndia, as a leading provider of digital map data, telematics, and location-based services in India. It provides a wide range of advanced geospatial solutions, including GPS navigation, IoT-based telematics, geospatial analytics, and enterprise-grade location-based services.

mapmyindia.com



FASHNEAR TECHNOLOGIES PRIVATE LIMITED



Founder / Co-Founder:
SANJEEV BARNWAL

Platform:
SUPPLY CHAIN

Unique Differentiation:

Meesho, as a social commerce platform in India. It enables individuals, especially women, to start their own online businesses by reselling products through social media platforms like WhatsApp, Facebook, and Instagram.

meesho.com



MENSA BRANDS TECHNOLOGIES PRIVATE LIMITED



Founder / Co-Founder:
ANANTH NARAYANAN

Platform:
E-COMMERCE
AGGREGATOR

Unique Differentiation:

Mensa Brands, as a company that partners with and scales digital-first brands. It focuses on acquiring and scaling digital-first, e-commerce brands across various categories. Mensa Brands differentiates itself as a platform that leverages economies of scale to enhance the growth potential of small and medium-sized businesses.

mensabrands.com



MINDTICKLE INC.



Founder / Co-Founder:
KRISHNA DEPURA

Platform:
SAAS

Unique Differentiation:

MindTickle, as a sales readiness and enablement platform. It offers a comprehensive suite of tools and features designed to enhance sales readiness, including onboarding, training, coaching, and ongoing skill development.

mindtickle.com



ONE MOBIKWIK SYSTEMS LIMITED



Founder / Co-Founder:
BIPIN PREET SINGH

Platform:
DIGITAL BANKING

Unique Differentiation:

Mobikwik, as a digital wallet and fintech platform in India. It offers a comprehensive suite of financial services, including mobile recharges, bill payments, digital wallets, instant loans, and insurance products.

mobikwik.com



MOGLI LABS PRIVATE LIMITED



Founder / Co-Founder:
RAHUL GARG

Platform:
B2B E

Unique Differentiation:

Moglix, as a B2B e-commerce platform specializing in industrial goods and supplies. It offers an extensive catalog of industrial goods, including MRO (maintenance, repair, and operations) supplies, electricals, hardware, safety equipment, and more.

moglix.com



MOLBIO DIAGNOSTICS PVT. LTD.



Founder / Co-Founder:
SRIRAM NATARAJAN

Platform:
HEALTHTECH

Unique Differentiation:

For long Molecular Diagnostics has been the domain of large central laboratories requiring patients and samples to travel long distances for a test to be conducted. Molbio now offers a 'global first' platform that can perform Molecular Diagnostics for infectious diseases at the point-of-care - Truelab Real Time Quantitative micro PCR System.

molbiodiagnostics.com



MOBILE PREMIER LEAGUE



Founder / Co-Founder:
SAI SRINIVAS KIRAN

Platform:
GAMING

Unique Differentiation:

Mobile Premier League (MPL) is one of the most popular and trusted mobile gaming platforms in India, offering 60+ games. It is available for free download across various categories, such as fantasy sports, card games, arcade games, puzzles, action games, and more.

mpl.live



Founder / Co-Founder:
PRADEEP DADHA

Platform:
ONLINE PHARMACIES

NETMEDS HEALTH PRIVATE LIMITED

Unique Differentiation:

Offering a wide array of medicines, wellness products, and healthcare essentials, India's leading online pharmacy simplifies the process of accessing healthcare products. The business allows customers to seamlessly order medicines online and ensures prompt delivery to their doorstep.

netmeds.com



NOBROKER TECHNOLOGIES SOLUTIONS PVT LTD.



Founder / Co-Founder:
AKHIL GUPTA

Platform:
PROPTech

Unique Differentiation:

NoBroker is a Bangalore-based brokerage-free proptech company that provides all sorts of real estate services under a marketplace, which includes buying, renting, packers & movers, and home services.

nobroker.com



Founder / Co-Founder:
ASISH MOHAPATRA

Platform:
NBFC

OFB TECH. PVT. LTD

Unique Differentiation:

OfBusiness is a tech-enabled platform that facilitates raw material procurement and credit for SMEs with focus in the manufacturing and infrastructure sectors. It integrates technology to SME's buying behaviour to make available better products, at better prices, in better timelines to customers with a comprehensive online and offline support.

ofbusiness.com



OXYZO FINANCIAL SERVICES LIMITED



Founder / Co-Founder:
RUCHI KALRA

Platform:
FINTECH

Unique Differentiation:

Oxyzo is aiming to transform small and medium enterprises into large, it offer credit solutions and other loans in business that are customised to help SMEs expand their operations, revenue by using their credit line.

oxyzo.in



ANI TECHNOLOGIES PVT. LTD.



Founder / Co-Founder:
BHAVISH AGGARWAL

Platform:
CAR RENTAL COMPANY

Unique Differentiation:

Ola Cabs offers to book cabs nearby your location for best fares, best taxi service at lowest fares in the country. OLA boasts a strong presence in many Indian cities, offering a wider reach compared to some competitors

olacabs.com



FPL TECHNOLOGIES PVT. LTD.



Founder / Co-Founder:
RUPESH KUMAR

Platform:
FINTECH

Unique Differentiation:

OneCard is India's best and smartest metal credit card. Onecard is useful for those who want to experience the metal form factor and the low markup fee, both of which are possible only on super premium credit cards.

getonecard.app



OPEN FINANCIAL TECHNOLOGIES PVT. LTD



Founder / Co-Founder:
ANISH ACHUTHAN

Platform:
FINTECH

Unique Differentiation:

Open is Asia's first neobanking platform for SMEs and startups. It is a connected banking platform for business payments that simplifies the process of sending, receiving, and reconciling payments for businesses.

open.money



OYO HOTELS & HOMES PVT LTD.



Founder / Co-Founder:
RITESH AGARWAL

Platform:
HOSPITALITY SECTOR

Unique Differentiation:

OYO Rooms, also known as OYO Hotels & Homes, is an Indian multinational hospitality chain of leased and franchised hotels, homes, and living spaces. Oyo hotels are a great option for budget-conscious travelers

oyorooms.com



ONE97 COMMUNICATIONS LIMITED



Founder / Co-Founder:
VIJAY SHEKHAR SHARMA

Platform:
FINTECH

Unique Differentiation:

Paytm has carved a niche for itself in the Indian digital payments market. They are one of the first movers in the Indian mobile wallet scene, establishing a strong brand presence and user base. Paytm partnered with a vast network of merchants across India, making it a convenient payment option for everyday purchases

paytm.com



PHARMEASY



Founder / Co-Founder:
DHARMIL SHETH

Platform:
HEALTH SECTOR

Unique Differentiation:

Pharmeasy has established itself as a leader in the Indian online health-care market through a focus on convenience, affordability, and a comprehensive healthcare ecosystem. It is known for offering discounts and deals on medications, making them an attractive option for cost-conscious consumers

pharmeasy.in



PHYSICSWALLAH



Founder / Co-Founder:
ALAKH PANDEY

Platform:
EDTECH

Unique Differentiation:

PhysicsWallah has established itself as a prominent player in the Indian ed-tech. It leverages the power of online learning, offering their courses through a user-friendly platform accessible from anywhere with an internet connection.

pw.live



PINE LABS PVT. LTD.



Founder / Co-Founder:
LOKVIR KAPOOR

Platform:
MERCHANT PLATFORM

Unique Differentiation:

Pine Labs is one of the largest merchant platforms, offering cutting-edge fintech solutions to accelerate commerce for every kind of business. The key features of Pine Labs' terminals include: End-to-end encryption. Dynamic, Unique session key to encrypt PIN and card information. Hardware Security Module (HSM).

pinelabs.com



POLICYBAZAAR INSURANCE



Founder / Co-Founder:
ALOK BANSAL

Platform:
INSURANCE SECTOR

Unique Differentiation:

Policybazaar brings together its insurer partners to offer its customers a unique combination of health insurance, wealth creation and life cover. Policybazaar identified a need gap for a product that can offer the benefit of health insurance, life insurance as well as return on investment.

policybazaar.com



POLYGON LABS



Founder / Co-Founder:
JAYNTI KANANI

Platform:
WEB 3 INFRASTRUCTURE

Unique Differentiation:

Polygon, also known as the MATIC network, is a layer-two scaling solution for the Ethereum blockchain. Polygon offers significantly faster transaction speeds and lower fees. This makes it suitable for applications where rapid and cost-effective transactions are crucial

polygon.technology



POSTMAN, INC.



Founder / Co-Founder:
ANKITH SOBTI

Platform:
DIGITAL
TRANSFORMATION IN
PUBLIC SECTOR

Unique Differentiation:

Postman has carved a niche for itself in the world of API development tools by going beyond just being a simple API client. Postman isn't just for sending requests and viewing responses. It offers features for the entire API lifecycle, from design and development to testing, documentation, and collaboration.

postman.com



PRACTO TECHNOLOGIES PVT. LTD.



Founder / Co-Founder:
SHASHANK ND

Platform:
HEALTHCARE

Unique Differentiation:

Practo aims to be a one-stop shop for all a patient's healthcare needs. Users can search for doctors by location, specialty, and reviews, and conveniently book appointments online. Patients can store and manage their medical history, prescriptions, and lab reports securely on the Practo platform

practo.com



PRISTYN CARE



Founder / Co-Founder:
HARSIMARBIR SINGH

Platform:
HEALTHTECH

Unique Differentiation:

Pristyn Care positions itself in the Indian healthcare market by focusing on a hassle-free experience for patients undergoing surgical procedures. It goes beyond just being a surgery center. They manage the entire surgical experience for patients

pristyncare.com



PURPLE.COM



Founder / Co-Founder:
MANISH TANEJA

Platform:
E-COMMERCE

Unique Differentiation:

Purple has carved a niche for itself in the Indian beauty market through a unique approach that caters to the evolving needs of beauty enthusiasts. It has established itself as a major player in the Indian beauty e-commerce space.

purple.com



RAZORPAY SOFTWARE PVT LTD.



Founder / Co-Founder:
HARSHIL MATHUR

Platform:
WEALTH MANAGEMENT &
INSURANCE

Unique Differentiation:

A niche for itself in the Indian digital payments space by focusing on several key differentiators that cater to the needs of both businesses and consumers. They offer a robust suite of payment solutions specifically designed to meet the needs of online merchants, schools, and other companies

razorpay.com



REBEL FOODS



Founder / Co-Founder:
JAYDEEP BARMAN

Platform:
FOODTECH

Unique Differentiation:

Rebel Foods, also known as Rebel Flavors, has carved a niche for itself in the Indian food delivery market. Unlike traditional restaurants with dine-in spaces, Rebel Foods operates as a cloud kitchen company. Rebel Foods leverages technology to streamline operations and ensure efficiency.

rebelfoods.com



RENEW ENERGY GLOBAL PLC



Founder / Co-Founder:
SUMANT SINHA

Platform:
RENEWABLE ENERGY

Unique Differentiation:

ReNew Power has established itself as a leading participant in the Indian renewable energy sector. ReNew Power is a pure-play renewable energy company. This singular focus allows them to concentrate their resources and expertise on developing and deploying clean energy solutions

renew.com



RIVIGO SERVICES PRIVATE LIMITED



Founder / Co-Founder:
DEEPAK GARG

Platform:
LOGISTICS

Unique Differentiation:

Rivigo leverages technology extensively to optimize its operations. Their systems track trucks in real-time, manage driver assignments based on fatigue levels and location, and automate many logistical tasks

mahindralogistics.com



MOHALLA TECH PVT. LTD.



Founder / Co-Founder:
ANKUSH SACHDEVA

Platform:
SOCIAL NETWORKING

Unique Differentiation:

ShareChat has carved a niche for itself in the Indian social media landscape. Unlike platforms dominated by English content, ShareChat prioritizes regional languages. It supports a wide range of Indian languages, catering to a broader audience who might not be comfortable with English

sharechat.com



BIGFOOT RETAIL SOLUTION PVT. LTD.



Founder / Co-Founder:
SAAHIL GOEL

Platform:
LOGISTICS &
E-COMMERCE
AGGREGATOR

Unique Differentiation:

Shiprocket has carved a niche for itself in the Indian e-commerce logistics space through a combination of factors that benefit both sellers and consumers. It offer features and pricing plans that are more affordable and accessible compared to solutions designed for large enterprises

app.shiprocket.in



Founder / Co-Founder:
RAJAN BAJAJ

Platform:
FINTECH

GARAGEPRENEURS INTERNET PVT LTD.

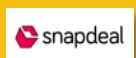
Unique Differentiation:

Slice stands out in the Indian credit card market with a unique approach that caters to a younger, tech-savvy demographic. Slice targets millennials and Gen Z, a demographic that might be new to credit cards or prefer digital solutions.

sliceit.com



SNAPDEAL LIMITED



Founder / Co-Founder:
KUNAL BAHL

Platform:
ONLINE MARKET PLACE

Unique Differentiation:

Snapdeal carves a niche in the Indian e-commerce landscape through a focus on value-conscious customers and smaller cities, differentiating itself from major players like Amazon and Flipkart. Snapdeal might negotiate lower prices with sellers or offer discounts and promotions to ensure their products are attractive to budget-conscious shoppers.

snapdeal.com



Founder / Co-Founder:
NIRAJ SINGH

Platform:
AUTOMOTIVE INDUSTRY

VALUEDRIVE TECHNOLOGIES PRIVATE LIMITED

Unique Differentiation:

Spinny positions itself in the Indian used car market by emphasizing a hassle-free and transparent car buying experience. This focus on quality can be a major differentiator in a market where trust and transparency can be concerns for used car buyers.

spinny.com



SWIGGY PVT LTD



Founder / Co-Founder:
SRIHARSHA MAJETY

Platform:
FOOD DELIVERY

Unique Differentiation:

Swiggy has carved a niche for itself in the Indian food delivery market through a multi-pronged approach that caters to both consumers and restaurants. Swiggy boasts a vast network of restaurants across various cuisines and price points.

swiggy.com



1MG TECHNOLOGIES PRIVATE LIMITED.



Founder / Co-Founder:
PRASHANT TANDON

Platform:
HEALTHTECH

Unique Differentiation:

Tata 1MG leverages its association with the Tata Group to potentially negotiate better deals with pharmaceutical companies, leading to competitive pricing on medicines. Tata 1MG prioritizes the sale of genuine medicines sourced from licensed suppliers.

1mg.com



HIVELOOP TECHNOLOGY PVT. LTD



Founder / Co-Founder:
VAIBHAV GUPTA

Platform:
B2B BUYING FOR
RETAILERS

Unique Differentiation:

Udaan's uniqueness lies in its focus on revolutionizing B2B (business-to-business) commerce in India, specifically targeting small and medium businesses (SMBs) and kirana stores. Udaan offers a wider range of products at competitive prices with lower minimum order requirements.

careers.udaan.com



SORTING HAT TECHNOLOGIES PVT LTD



Founder / Co-Founder:
GAURAV MUNJAL

Platform:
EDTECH

Unique Differentiation:

"Unacademy caters to a wide range of learners including IIT JEE and NEET for competitive engineering and medical entrance to board exams like CBSE and ICSE. Secondly, they also prepare for Government Job Exams including UPSC, SSC, Bank Exams etc.."

unacademy.com



UNIPHORE TECHNOLOGIES INC.



Founder / Co-Founder:
UMESH SACHDEV

Platform:
SAAS

Unique Differentiation:

AI Infused with wmotion — Explore the multimodal AI & automation platform unlocking the value of every conversation. Harness the power of Enterprise AI for customer touchpoints, experiences and interactions.

uniphore.com



UPGRAD EDUCATION PRIVATE LIMITED



Founder / Co-Founder:
RONNIE SCREWVALA

Platform:
EDTECH

Unique Differentiation:

Unlike more online platforms that focus primarily on video content, UpGrad goes a step further and combine access to comprehensive video content with the opportunity to learn directly from the top industrial experts, and helps all students to make better career decisions.

upgrad.com



UPSTOX SECURITIES PRIVATE LIMITED



Founder / Co-Founder:
RAVI KUMAR

Platform:
ONLINE BROKING

Unique Differentiation:

Upstox was established with one core objective - Make financial investing Simple, Fair, and Accessible for all Indian investors. Their nationwide partnership with the world's largest cricketing league along with mass media campaign made them a household brand across the country.

upstox.com



URBAN COMPANY



Founder / Co-Founder:
ABHIRAJ BHAL

Platform:
MARKETPLACE

Unique Differentiation:

Urban Company provides a platform that allows skilled and experienced professionals to connect with users looking for specific services. Urban Company achieved EBITDA breakeven for its Indian operations on an adjusted level for the first quarter of 2024.

urbancompany.com



VEDANTU INNOVATIONS PRIVATE LIMITED



Founder / Co-Founder:
VAMSI KRISHNA

Platform:
EDTECH

Unique Differentiation:

Vedantu's success lies in its unique approach to education. By leveraging technology, the platform offers live, interactive classes taught by expert teachers.

vedantu.com



XPRESSBEES LOGISTICS



Founder / Co-Founder:
AMITAVA SAHA

Platform:
LOGISTIC SERVICES

Unique Differentiation:

XpressBees maintains an extensive network, facilitating more than 3 million shipments across over 20,000 pin codes. With a network encompassing 3,500 service centers, 150 hubs, and a dedicated team exceeding 28,000 Field Service Representatives

xpressbees.com



ZEPTO ZETTA SOLUTIONS PRIVATE LIMITED



Founder / Co-Founder:
AADIT PALICHA

Platform:
QUICK COMMERCE

Unique Differentiation:

Zepto's success has been its unique proposition of delivering daily essentials—from vegetables and fresh meat to alkaline batteries and pet-care items—within 10 minutes to the customer's doorstep

zeptonow.com



ZERODHA BROKING LTD.



Founder / Co-Founder:
NITHIN KAMATH

Platform:
ONLINE STOCK TRADING

Unique Differentiation:

Zerodha, as a leading discount brokerage firm in India. Zerodha offers a flat fee structure, charging a minimal brokerage fee for equity delivery trades and a flat fee per trade for intraday and F&O trades. Zerodha differentiates itself as a modern and efficient trading platform.

zerodha.com



ZETA GLOBAL HOLDINGS CORP



Founder / Co-Founder:
BHAVIN TURAKHIA

Platform:
FINTECH

Unique Differentiation:

Zeta, as a fintech company specializing in providing modern banking and payment solutions. It offers a comprehensive, full-stack banking platform designed to modernize and streamline traditional banking systems.

zeta.tech



ZETWERK MANUFACTURING BUSINESSES PVT LTD.



Founder / Co-Founder:
AMRIT ACHARYA

Platform:
MARKETPLACE

Unique Differentiation:

"Zetwerk, as a B2B manufacturing and supply chain solutions platform. It offers end-to-end manufacturing solutions, from design and prototyping to production and logistics. It is positioned as a one-stop solution for companies looking to streamline their supply chains."

zetwerk.com



ZOHO CORPORATION PVT LTD.



Founder / Co-Founder:
SRIDHAR VEMBU

Platform:
OPERATING SYSTEM FOR
BUSINESS

Unique Differentiation:

Zoho, is a global software company that provides a suite of cloud-based business software applications and services. This integrated suite allows businesses to manage their operations seamlessly within a single ecosystem, avoiding the need for multiple disparate systems.

zoho.com



ZOMATO LIMITED



Founder / Co-Founder:
DEEPIK GOYAL

Platform:
REAL TIME ON-LINE
ORDERING SYSTEM

Unique Differentiation:

Zomato is a prominent online food delivery and restaurant discovery platform. It provides users with a comprehensive platform to discover restaurants, cafes, and eateries in their vicinity. Users can explore restaurant menus, reviews, ratings, and photos to make informed dining decisions.

zomato.com

These listed unicorn startups exemplify the innovative spirit, entrepreneurial drive, and market potential present in the Indian startup ecosystem. These companies, including Byju's, Swiggy, OYO Rooms, Dream11, Razorpay, and Ola Cabs, have indeed made significant strides in their respective industries and have become household names in the Indian startup ecosystem.

It's fascinating to see the emergence of GenAI startups in India's vibrant startup ecosystem, particularly in Bengaluru, which has established itself as a hub for technology and innovation. These startups are at the forefront of leveraging artificial intelligence (AI) and machine learning (ML) technologies to develop innovative solutions and tools that address various business challenges and opportunities. It is attracting talent, investment, and resources from around the country and the world. The city's vibrant tech ecosystem, supportive infrastructure, and access to talent make it an ideal location for AI innovation and entrepreneurship.

The success stories of unicorn startups inspire entrepreneurship and foster a culture of innovation within the startup ecosystem. They demonstrate that ambitious ideas, perseverance, and strategic execution can lead to transformative outcomes, motivating aspiring entrepreneurs to pursue their own ventures and contribute to India's entrepreneurial landscape.

Here are the 100 unicorn startups that have made a significant impact in India. There are many other unicorns across various sectors, including healthcare, logistics, e-commerce, and software-as-a-service, each contributing to the vibrant and dynamic startup ecosystem in India.

INDIA BORN GLOBAL TRAILBLAZERS



AJAY BANGA
President
WORLD BANK



AMAN BHUTANI
CEO
GODADDY



ANEEL BHUSRI
CEO
WORKDAY



ANIRUDH DEVGAN
President
CADENCE DESIGN



ANJALI SUD
CEO
TUBI



ARVIND KRISHNA
CEO
IBM



DHEERAJ PANDEY
CEO
DEVREV



GEORGE KURIAN
CEO
NETAPP



JAY CHAUDHRY
CEO
ZSCALER



JAYSHREE ULLAL
CEO
ARISTA NETWORKS



LAL KARSANBHAI
President & CEO
EMERSON



NEAL MOHAN
CEO
YOUTUBE



NIKESH ARORA
Chairman & CEO
PALO ALTO NETWORKS



PADMASREE WARRIOR
Founder & CEO
FABLE



RAJIV RAMASWAMI
President & CEO
NUTANIX TECHNOLOGIES



RAVI KUMAR S
CEO
COGNIZANT



REVATHI ADVAITHI
CEO
FLEX



SANJAY MEHROTRA
CEO
MICRON TECHNOLOGY



SATYA NADELLA
CEO
MICROSOFT CORPORATION



SHANTANU NARAYEN
CEO
ADOBE SYSTEMS



SONI JIANDANI
CO-Founder
PENSANDO SYSTEMS



STEVE SANGHI
Executive Chair
MICROCHIP



SUNDAR PICHAI
CEO
ALPHABET INC.



THOMAS KURIAN
CEO
GOOGLE CLOUD



VINOD DHAM
Founder
INDOUS VENTURE PARTNERS

INDIAN TECH TALENT EXC

The rise of Indian-born CEOs in the tech industry goes far beyond individual achievements. It signifies a positive shift towards a more inclusive and diverse tech landscape. Their unique backgrounds and perspectives can lead to more innovative approaches and decision-making within tech companies.

Indian professionals are known for their resilience and ability to thrive in challenging environments. This resilience, coupled with a strong work ethic and determination, enables Indian-born tech CEOs to navigate obstacles and persevere in the face of adversity. It underscores the importance of leveraging global talent pools. It highlights how companies benefit from drawing on the best talent available, regardless of geographic origin.

Many Indian-born CEOs have had to navigate complex and competitive educational and professional environments to pave the way to success. This often cultivates a high degree of adaptability and resilience, valuable traits for leaders in the dynamic tech sector. Their unique insights and experiences enrich their companies and serve as powerful examples of what can be achieved with inclusive and diverse leadership approaches.

AJAY BANGA, President - World Bank

Ajay Banga is an Indian-born American business executive who currently serves as the President of the World Bank Group. Prior to this role, he was the President and CEO of Mastercard, a global organization with nearly 24,000 employees. He began his five-year term as World Bank Group President on June 2, 2023. He plays a crucial role in shaping policies and initiatives that impact India and other developing countries.

Aman Bhutani, CEO, GoDaddy

Aman Bhutani, the self-taught techie and CEO of GoDaddy, oversees a company that enables businesses, organizations, and individuals to register domain names and offers cloud-based hosting and data analytics. Bhutani's leadership has focused on innovation and new opportunities. The company, with over 9,000 employees, has an enterprise value of \$18 billion, including about \$4.5 billion in debt. Bhutani's strategic vision likely contributes to the broader tech ecosystem.

Aneel Bhusri, CEO, Workday

Aneel Bhusri, Co-Founder and Executive Chair at Workday, has been a leader in the enterprise software industry for over 25 years. As a strategic advisor to the CEO, he focuses on innovation and the future direction of Workday's applications and technology platform. His contributions extend beyond Workday; he also serves on the board of General Motors and the Memorial Sloan Kettering Cancer Center. In addition to his role at Workday, Aneel Bhusri serves as an advisory partner at Greylock, a leading venture capital firm he has been associated with since 1999.

Anirudh Devgan , President, Cadence Design

Anirudh Devgan, the Global President and CEO of Cadence Design Systems, has been a key driver of the company's recent growth. With a market cap of nearly \$41 billion, Cadence recognizes the immense potential of India's talent pool. Since 2021, Anirudh Devgan has served as the President and CEO of Cadence Design Systems, a leading company in electronic design automation. He was born on September 15, 1969, in India. His expertise spans circuit simulation, physical design, statistical design, optimization, verification, and hardware platforms.

ANJALI SUD, CEO – Tubi

Anjali Sud, the former CEO of Vimeo, now leads Tubi, Fox Corporation's free ad-supported streaming service. Under her leadership, Tubi has become the most-watched free TV and movie streaming service in the U.S. Sud's strategic disruption and authentic leadership make Tubi popular for creativity and growth. Anjali Sud was born in Detroit, Michigan, to Punjabi Hindu immigrants from India. Her Indian heritage plays a significant role in her identity.

ARVIND KRISHNA, CEO – IBM

Arvind Krishna, an Indian-American business executive, serves as the Chairman and CEO of IBM. His leadership has been instrumental in expanding new markets for IBM in artificial intelligence, cloud computing, quantum technology, and blockchain. Notably, he orchestrated the successful \$34 billion acquisition of Red Hat, a milestone in the hybrid cloud market. IBM's global reach and innovative solutions indirectly benefit Indian businesses and technology adoption.

Dheeraj Pandey, CEO, DevRev

Dheeraj Pandey, Co-founder and CEO at DevRev, has a remarkable journey spanning two decades. Born in Bihar, India, Dheeraj Pandey co-founded Nutanix in 2009, pioneering hyper-converged infrastructure (HCI). His problem-solving tactics and focus on product-led growth have been instrumental. Under Pandey's leadership, Nutanix evolved beyond HCI to embrace hybrid cloud. DevRev, his latest venture, aims to bring developers closer to customers and revenue.

George Kurian, CEO, Netapp

George Kurian, the CEO of global data storage and management services firm NetApp, is bullish on India's growth potential. Despite macroeconomic headwinds, he aims to make India the company's largest market in Asia. NetApp, which has completed 20 years in India, boasts one of its largest research and development (R&D) centers in Bengaluru. The company's growth in India is driven by large enterprises in banking, financial services, insurance (BFSI), telecom, and rising small and medium enterprises.

JAY CHAUDHRY, CEO – Zscaler

Jay Chaudhry, an Indian-American technology entrepreneur, is the CEO and Founder of the cloud security company Zscaler. His impressive track record includes founding several successful companies, such as AirDefense, CipherTrust, CoreHarbor, SecureIT, and Zscaler, which went public in March 2018. Zscaler's global reach and innovative solutions are benefiting Indian enterprises by providing secure cloud-based services. In 2022, he gifted \$1 million to IIT-BHU to fund the school's Entrepreneurship Center and Software Innovation Center.

JAYASHREE ULLAL, President and CEO - Arista Network

Jayshree V. Ullal is a British-American billionaire businesswoman, serving as the President and CEO of Arista Networks. In 2008, Jayshree Ullal left Cisco and joined Arista Networks to pursue her dream of leading an independent company. Under her leadership, Arista has become a global leader in cloud networking, deploying 10/25/40/50/100 Gigabit Ethernet solutions in data centers. Arista's innovative technologies are indirectly benefiting Indian businesses by enabling efficient and secure network infrastructure.

Lal Karsanbhai, President & CEO, Emerson

Lal Karsanbhai, President and CEO of Emerson, assumed the leadership in 2021. His tenure has been marked by strong performance in the company's Automation Solutions business, elevating Emerson's software profile and driving digital transformation. He recently led a distinguished delegation from the United States to the Vibrant Gujarat Global Summit, highlighting collaborative opportunities between the two nations.

NEAL MOHAN, CEO - Youtube

Neal Mohan, the CEO of YouTube, has a bold vision for the platform's growth. He aims to make YouTube available on every device a user owns, transcending mobile phones and reaching living rooms and other screens. YouTube Shorts, designed to compete with TikTok, is a key driver for growth. Mohan also emphasizes expanding creators' roles beyond mobile content and leveraging subscription services like YouTube Premium and YouTube TV. India, with its thriving creator economy, plays a significant role in YouTube's increasing engagement.

ELLING THE TECH WORLD

NIKEH ARORA, Chairman CEO - Palo Alto Networks

Nikesh Arora, the Chairman and CEO of Palo Alto Networks, is steering the company towards significant growth. Despite short-term hits to growth, Arora is accelerating consolidation on the unified cybersecurity platform for long-term gains. Under his leadership, Palo Alto Networks has expanded its presence in India, which has become the fastest-growing office for the company over the last five years. Arora's vision includes cloud security and strategic acquisitions, positioning the company for continued success.

Rajiv Ramaswami, President & CEO, Nutanix Technologies

Rajiv Ramaswami, President and CEO of Nutanix, brings over 30 years of technology industry experience to the table. His track record includes scaling enterprises, fostering innovation, and driving growth. Since joining Nutanix in December 2020, he has steered the company toward profitability, with projections of massive sales growth and a ballooning total addressable market of \$61 billion. India, one of the fastest-growing markets for Nutanix, remains a crucial development hub under his leadership.

REVATHI ADVATHI, CEO- Flex

Revathi Advathi, the CEO of Flex, is a dynamic leader driving growth opportunities for India. With a background in mechanical engineering and an MBA from Arizona State University, she took the helm at Flex in February 2019. Advathi emphasizes India's role in consumer devices and infrastructure, leveraging the government's production-linked incentive (PLI) scheme to enhance competitiveness and foster local manufacturing. Her strategic vision aligns with responsible and sustainable solutions across industries.

SATYA NADELLA, Chairman & CEO- Microsoft

Satya Nadella, the Chairman and CEO of Microsoft, recently emphasized India's transformation into an AI-first nation. During the Microsoft CEO Connection event in Mumbai, he announced the ADVANTA (I)GE INDIA initiative, aiming to provide 2 million people in India with AI skilling opportunities by 2025. This commitment aligns with India's vision of self-reliance and empowers every sector to transform with AI. Notably, Microsoft's Copilot and other AI solutions are already driving measurable productivity gains for organizations in India.

SONI JIANDANI, Co-Founder- Pensando Systems

Soni Jiandani, Co-Founder of Pensando Systems, is a tech visionary renowned for her transformative impact. With a background in Cisco, she brings immense expertise to Pensando. Jiandani's leadership drives growth opportunities for India through innovative solutions in networking and cloud infrastructure. By fostering collaborations and leveraging India's tech talent pool, she propels Pensando towards pioneering advancements, cementing its position as a global tech leader with a significant footprint in India's burgeoning tech ecosystem.

SUNDAR PICHAI, CEO- Alphabet Inc.

Sundar Pichai, the CEO of Google and its parent company Alphabet Inc., has been a leading force in shaping the future of technology. As an Indian-American business executive, he has played a pivotal role in advancing the internet, artificial intelligence, and other technological innovations. Pichai's vision extends beyond borders, as evidenced by Alphabet's recent announcement to invest \$10 billion in India's digital economy over the next 5-7 years through the 'Google for India Digitization Fund'. His commitment to driving growth opportunities in India underscores the importance of technology in transforming economies and empowering people worldwide.

Vinod Dham, Founder & Executive Managing Partner, IndoUS Venture Partners

Vinod Dham, known as the "Father of the Pentium Chip," has left an indelible mark on the technology landscape. His groundbreaking work at Intel led to the development of the iconic Pentium microprocessor. Beyond that, he co-invented Intel's first Flash memory technology (ETOX) and launched the K6 processor, often dubbed the "Pentium killer". As the founding Managing Director of IndoUS Venture Partners, he supports startups and fosters innovation in India's tech ecosystem. His legacy continues to inspire and shape the industry.

PADMASREE WARRIOR, Founder, President & CEO - Fable

Padmasree Warrior, the Founder, President, and CEO of Fable, is revolutionizing mental wellness through her startup. Fable, a curated reading platform, aims to improve cognitive fitness. In January 2021, Fable launched its app - a subscription-based book recommendation engine and private social network. Warrior's vision aligns with India's growing tech landscape, offering innovative solutions for mental well-being. In 2014, Forbes recognized her as one of the 100 most powerful women in the world, and in 2018, she was featured among "America's Top 50 Women in Tech" by the same publication.

RAVI KUMAR S, CEO- Cognizant

Ravi Kumar S, appointed as CEO of Cognizant in January 2023, sets the strategic direction for the company. His focus is on sustainable growth and long-term shareholder value. Leveraging his extensive experience across digital transformation, technology services, data analytics, and consulting, Kumar aims to drive Cognizant's expansion. Notably, India, with its large talent pool, remains a key growth hub for the company under his leadership.

SANJAY MEHROTRA, CEO- Micron Technology

Sanjay Mehrotra, the President and CEO of Micron Technology, is at the helm during an exciting period for the company. Micron's upcoming Gujarat facility will produce chips for Indian consumers and international clients, generating 5,000 job opportunities. Micron selected Gujarat's SANAND Industrial Park (Gujarat Industrial Development Corporation - GIDC) due to its robust manufacturing infrastructure, conducive business environment, and a strong talent pipeline. Additionally, Sanjay actively supports STEM education and aims to build an inclusive and equitable culture at Micron.

SHANTANU NARAYEN, CEO- Adobe Systems Incorporated

Shantanu Narayen, CEO of Adobe Systems Incorporated, is renowned for his visionary leadership and strategic initiatives. Under his guidance, Adobe has embraced digital transformation, significantly boosting growth. Narayen drives growth opportunities for India by expanding Adobe's operations, investing in local talent, and fostering innovation hubs. His commitment to developing digital skills and enhancing technology infrastructure in India positions the country as a key player in Adobe's global strategy.

Steve Sanghi, Executive Chair, Microchip

Steve Sanghi, the Executive Chair of Microchip Technology, has been a driving force behind the company's remarkable transformation. Despite starting with annual losses exceeding \$10 million, Microchip now boasts global revenues surpassing \$8 billion annually and a market capitalization above \$43 billion. Sanghi's journey from rural India to successful business leadership in America is inspiring. His contributions have positioned Microchip as a major player in the semiconductor industry, and he continues to provide invaluable guidance to the company.

THOMAS KURIAN, CEO- Google Cloud

Thomas Kurian, the CEO of Google Cloud, has been instrumental in expanding Google's presence in India. Under his leadership, Google Cloud has aggressively invested in the country, aiming to empower enterprises and enhance its cloud footprint. Kurian recognizes India as a significant market for talent and customer engagement. Google Cloud collaborates with the Indian government on initiatives related to artificial intelligence (AI) and cybersecurity. They are also providing 100,000 scholarships for cybersecurity learners and training 1 million people on AI in India.



Make in India showcases India's potential as an attractive investment destination through targeted marketing campaigns, investor outreach programs, and policy reforms aimed at improving ease of doing business. It aims to attract both domestic and foreign investment, leveraging India's demographic dividend, skilled workforce, and vast market potential.

The initiative advocates for policy reforms to streamline regulatory processes, reduce bureaucratic red tape, and create a business-friendly environment conducive to investment and entrepreneurship. It emphasizes transparency, efficiency, and accountability in governance to facilitate ease of doing business in India.

India is firmly on the growth trajectory as the world's fastest-growing economy and a key player in the global supply chain. The new government will have to build upon the 8.2 per cent GDP growth recorded in 2023-24 and carry on with the reforms to make India a USD 5 trillion economy in the next couple of years and a developed nation by 2047.

Policy experts are unanimous in their view that the government is likely to continue its focus on infrastructure-led growth, investor-friendly policies, enabling reforms, and facilitating ease of doing business.

Make in India aims to integrate Indian industries into global value chains, promote exports, and enhance India's participation in international trade and commerce. It encourages partnerships, collaborations, and technology transfers with global firms to leverage their expertise and access new markets.

Production Linked Initiative (PLI) Scheme

The Production Linked Incentive (PLI) Scheme in India is indeed playing a significant role in boosting the country's economy, particularly in the manufacturing sector.

The scheme has attracted significant investment from both domestic and foreign companies looking to take advantage of the incentives offered. This influx of investment not only boosts manufacturing activity but also creates employment opportunities, stimulates demand for ancillary industries, and drives economic growth.

By incentivizing higher production volumes, the PLI scheme encourages companies to improve their efficiency, productivity, and competitiveness. This fosters innovation, technology adoption, and process improvements, making Indian manufacturers more competitive in the global market.

The expansion of manufacturing activities under the PLI scheme leads to the creation of direct and indirect employment opportunities across the value chain, benefiting millions of workers and contributing to poverty reduction and socio-economic development.

Secondly, the government is actively seeking applications from 100 domestic companies, start-ups, and Micro, Small, and Medium Enterprises (MSMEs) to participate in the Design Linked Incentive (DLI) Scheme. By inviting participation from these entities, the government aims to harness the innovative potential of the domestic industry and promote indigenous capabilities in semiconductor chip design.

Overall, the Design Linked Incentive (DLI) Scheme represents a strategic initiative by the government to nurture the semiconductor chip design ecosystem in India, enhance domestic capabilities, and position the country as a global hub for semiconductor innovation and manufacturing.

This particular section shows how these "Made in India Brands" have geared their manufacturing process in the country and are ready to supply across the world- "Made for the World" underscores the ambition of Indian brands to not only manufacture their products within the country but also to ensure that these products adhere to international quality standards and are competitive in global markets.





ACER INDIA PVT. LTD.

Name - HARISH KOHLI
Designation - President & M. D.
Website - www.acer.com

USP: Acer has established manufacturing facilities in India to produce a range of products, including laptops, desktops, and monitors. By manufacturing locally, Acer not only supports the Indian economy but also benefits from cost efficiencies and faster time-to-market. Acer maintains stringent quality control measures in its local manufacturing operations to ensure that products meet global quality standards.



ADITYA INFOTECH LTD.

Name - ADITYA KHEMKA
Designation - M. D.
Website - www.cpplusworld.com

USP - Aditya Infotech Ltd. is a prominent player in the field of security and surveillance solutions, representing various renowned brands such as CP Plus. It offers a wide range of security and surveillance solutions under the CP Plus brand, catering to diverse customer needs and requirements. These solutions encompass various products such as CCTV cameras, video door phones, access control systems, and video management software, providing comprehensive coverage for residential, commercial, and institutional environments.



ALPHAMAX TECHNOLOGIES PVT. LTD.

Name - PRASHANT MISHRA
Designation - CEO
Website - www.alphamax.co.in

USP - The organisation has earned a name for being a reliable network component supplier for both passive and active components. Alpha Max is getting recognised across the country slowly and steadily with the products - Structure cabling networks, FTTH Solutions, Wi-Fi solutions, Computing Devices, Racks and Enclosures and Data Sheets. With the expansion policy to serve a larger share of its customer's requirement it has taken the initiative of moving ahead as a Start-Up by introducing multiple products.



AMARA RAJA POWER SYSTEMS LTD.

Name - JAYADEV GALLA
Designation - Co-Founder & Chairman
Website - www.amararaja.com

USP - Amara Raja Power Systems Ltd. (ARPSL) is a leading manufacturer of power electronics and energy storage solutions in India. It specializes in designing, manufacturing, and delivering a wide range of power electronics solutions, including industrial UPS systems, solar inverters, telecom power systems, and energy storage solutions. The company's expertise in power electronics enables it to offer high-quality, reliable, and efficient products to its customers.



BEETEL TELETECH LTD.

Name - SANJEEV CHHABRA
Designation - M. D & CEO
Website - www.beetel.in

USP - Beetel offers a wide range of telecommunications products, including landline phones, cordless phones, mobile accessories, and networking devices. By providing diverse product options, the company can cater to different customer segments and offer solutions tailored to their preferences and requirements. Beetel also extends Technical Services (Pre & Post Sales, Installations, Cloud, AMC etc.) helping with designing Solutions to getting them ready followed by System Configurations & Programming, Beetel covers the entire spectrum of services.



BHARAT ELECTRONICS LTD.

Name - BHANU PRAKASH SRIVASTAVA
Designation - Director & CMD
Website - www.bel-india.in

USP - Bharat Electronics Limited (BEL) established to meet the specialised electronic needs of the Indian Defence. It is one of India's leading defense electronics companies. BEL serves as a strategic partner to the Indian armed forces and defense establishments. Today, BEL has grown into a multi-product, multi-technology, multi-unit conglomerate empowering the nation's armed forces to guard the country in the areas of Radars & Fire Control Systems, Missile Systems, Communication & C4I systems, Electronic Warfare & Avionics, Naval Systems & Tank Electronics & Gun Upgrades, and Strategic Components.



BPE INDIA PVT. LTD.

Name - AMITANSU SATPATHY
Designation - Group M. D.
Website - www.bpee.com

USP : BPE India provides end-to-end power solutions, including uninterruptible power supply (UPS) solutions, Li-ion solutions, solar inverter power conditioning equipment, energy storage solutions, and renewable energy products. Its comprehensive product portfolio caters to diverse customer requirements across various industries and applications. It leverages innovative technology and engineering expertise to develop advanced power solutions that address the evolving needs of customers.



CENTRE FOR DEVELOPMENT OF TELEMATICS (C-DOT)

Name - DR. RAJKUMAR UPADHYAY
Designation - Executive Director
Website - www.cdotech.in

USP - C-DOT is a premier telecommunications technology development center in India, established with the mission of indigenously developing and deploying state-of-the-art telecommunication solutions. C-DOT designs its products and solutions while considering the unique challenges and requirements of the Indian telecommunications landscape. It provides optical solutions including GPON, QKD, DWDM and WDM, switching and routing solutions, Wireless, Security and Network management. It also works on futuristic technologies like 5G, 4G M2M/IOT, AI, Terrestrial & Satellite, Software applications and Next Generation Networks etc.



DATA SAFEGUARD INDIA PRIVATE LIMITED

Name - SUDHIR RANJAN SAHU
Designation - Director
Website - www.datasafeguard.ai

USP: Data Safeguard India offers comprehensive data protection solutions tailored to the unique needs of businesses and organizations. Its products are into data privacy and understands the requirements, how you are storing the PII data related to your customers, how you are storing your customer's consent and related pii data to explain how our products will help you meet DPDP act requirements. These solutions encompass Redacting the Data, Masking Data & encryption, which helps ensure that only authorized individuals have access to sensitive data, reducing the risk of unauthorized disclosure. It helps organizations achieve regulatory compliance, data privacy objectives.



DELL TECHNOLOGIES INDIA PVT. LTD.

Name - ALOK OHRIE
Designation - President & M. D.
Website - www.dell.com

USP - Dell offers a variety of laptops and desktops designed for personal and professional use, these include Dell XPS laptops, Latitude series laptops for business use, Inspiron series laptops for everyday computing, and Alienware gaming laptops. Dell is pioneered in providing a comprehensive portfolio of servers and storage solutions to meet the demands of modern data centers and IT infrastructures. This includes PowerEdge servers optimized for various workloads such as virtualization, cloud computing, and high-performance computing, as well as storage solutions like Dell EMC Unity, PowerVault, and Isilon.

DIGISOL SYSTEMS LTD.



Name - K R NAIK
Designation - Chairman & Founder
Website - www.digisol.com

USP - Digisol provides a variety of networking devices and equipment, including routers, switches, access points, network adapters, and network interface cards (NICs). These devices are designed to deliver reliable and high-speed connectivity for wired and wireless networks. It also offers structured cabling solutions for building robust and scalable network infrastructures. This includes copper cabling solutions such as Cat 5e, Cat 6, and Cat 6A cables, as well as fiber optic cabling solutions for high-speed data transmission over longer distances.

DRUVA SOFTWARE PVT. LTD.



Name - JASPREET SINGH
Designation - Founder & CEO
Website - www.druva.com

USP - Druva Software offers cloud data protection and management solutions designed to help organizations protect, manage, and optimize their data across endpoints, data centers, and cloud environments. It has the capability of cloud-native data protection and management platform that provides endpoint backup, data loss prevention (DLP), eDiscovery, and compliance capabilities. Druva Phoenix is a cloud backup and disaster recovery solution designed for virtualized environments and cloud workloads. Druva offers various subscription plans tailored to specific data protection and compliance needs.

EXATRON SERVERS MANUFACTURING PVT. LTD.



Name - TOM SEBASTIAN
Designation - CEO
Website - www.exatron.in

USP: Exatron is dedicated to meeting the evolving needs of the market, spanning enterprises to small-to-medium businesses (SMEs), by facilitating their integration into the Data Center Revolution and unlocking the potential of Industry 4.0 in their operations. As part of the Make in India initiative, Exatron incorporates the best elements of Indian innovation into its offerings, providing customers with a distinctively tailored experience. The company's products, services, and business practices are all centered around delivering reliability at the right price, ensuring customer satisfaction and success.

EXIDE INDUSTRIES LTD.



Name - AVIK KUMAR ROY
Designation - M. D. & CEO
Website - www.exideindustries.com

USP - Exide Industries Ltd. offers a diverse range of products and solutions in India, primarily focused on the energy storage and power backup segments. Exide manufactures a wide range of automotive batteries for various vehicles, including cars, motorcycles, commercial vehicles, and agricultural equipment. These batteries are designed to deliver reliable performance and long service life. Exide also manufactures batteries specifically designed for solar energy storage applications. These batteries store energy generated from solar panels for later use, enabling off-grid and hybrid solar power systems.

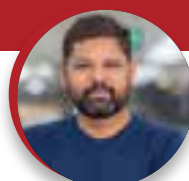
FIRE BOLTT



Name - ARNAV KISHORE
Designation - CO-Founder & CEO
Website - www.fireboltt.com

USP - Fire-boltt is an Indian brand known for offering a range of smart wearable devices and accessories designed to enhance the digital lifestyle of consumers. Fire-Boltt offers a variety of smartwatches with features such as fitness tracking, heart rate monitoring, sleep tracking, notifications, and more. These smartwatches are designed to help users stay connected and track their health and fitness goals. Fire-Boltt offers true wireless earbuds with features such as Bluetooth connectivity, touch controls, water resistance, noise cancellation, and long battery life. It has various ranges of Smartwatches, Neckbands, wireless speakers, and wireless headphones with best features and designs for both Men and Women.

FRESHWORKS TECHNOLOGIES PVT. LTD.



Name - GIRISH MATHRUBOOTHAM
Designation - Founder & Executive Chairman
Website - www.freshworks.com

USP - Freshworks offers a range of cloud-based software solutions designed to help businesses engage with their customers, streamline internal operations, and drive growth. It is a customer support software that allows businesses to manage customer inquiries and tickets from multiple channels, such as email, chat, phone, and social media, in one unified platform. It includes features like ticketing, automation, self-service portals, and reporting to improve customer service efficiency and satisfaction. Their IT service management (ITSM) software enables businesses to streamline and automate IT service delivery and support processes.

GLOBUS INFOCOM LTD.



Name - KIRAN DHAM
Designation - CEO
Website - www.globusinfocom.com

USP - Globus Infocom is positioned as the EdTech brand and working towards transforming the education sector. Further, it has forayed into developing comprehensive technology solutions catering to domains like Collaborative Conferencing & Professional Display, Security & Surveillance, and Institutional Furniture. With a vision to build something significant, yet scalable and cost-effective, it has developed a plethora of offerings that transform education, modernize operations and drive innovation across organizations.

HAVELLS INDIA LTD.



Name - ANIL RAI GUPTA
Designation - Chairman & M. D.
Website - www.havells.com

USP - Havells has established itself as a prominent player in the electrical equipment industry, both in India and internationally. It is a leading Fast Moving Electrical Goods (FMCG) Company and a major power distribution equipment manufacturer with a strong global presence. Havell manufactures home appliances, lighting for domestic, commercial and industrial applications, LED lighting, fans, modular switches & wiring accessories, water heaters, industrial & domestic circuit protection switchgear, industrial & domestic cables & wires, induction motors, and capacitors among others. Havells owns brands like Havells, Lloyd, Crabtree, Standard Electric, Reo and Promptec.

PRAMA HIKVISION INDIA PRIVATE LIMITED



Name - ASHISH P. DHAKAN
Designation - M. D. & CEO
Website - www.hikvisionindia.com

USP: 'Make-in-India' 2.0 Program
Hikvision India is implementing 'Make-in-India' 2.0 in the security product-manufacturing sector. This is helping the security industry to grow further to be at par with global standards. To fulfill the growing requirement of a skilled workforce in security product manufacturing, the company is imparting training to the young workforce in association with National Skill Development Corporation (NSDC). 'Make-in-India' 2.0 program is delivering value to benefit the MSMEs and channel partner ecosystem. It is further creating a positive impact on the economy. A successful and robust manufacturing industry ecosystem can develop the security industry in India. These initiatives are empowering success and development. The company is committed to the larger goal envisioned by 'Make-in-India' 2.0 program to bolster the manufacturing capabilities.

HIMACHAL FUTURISTIC COMMUNICATIONS LTD.



Name - MAHENDRA NAHATA
Designation - Founder & M. D.
Website - www.hfcl.com

USP - Himachal Futuristic Communications Limited (HFCL) is a leading telecommunications equipment manufacturer in India. The company offers a wide range of products and solutions for various segments of the telecommunications industry, including Optical Fiber Cables (OFC), Telecom Equipment, Wireless Communication Solutions and Power and Energy Solutions. HFCL also develops IoT solutions for various industries, enabling connectivity, data collection, and analysis for smart applications. Overall, HFCL plays a crucial role in enabling communication infrastructure development and digital transformation initiatives across India and beyond.



HP INDIA SALES PVT. LTD.

Name - IPSITA DASGUPTA
Designation - M. D.
Website - www.hp.com

USP - HP India offers a wide range of products and solutions tailored to various consumer and business needs in India. HP is manufacturing multiple PC products, including laptops in India, as part of the government's 'Make in India' initiative. The company manufactures multiple models of laptops, desktop towers, mini desktops at the Flex facility in Sriperumbudur near Chennai, Tamil Nadu. HP provides commercial and industrial solutions to print service providers and packaging converters, delivering printing products and solutions for homes, home businesses and micro businesses.



INFOSYS TECHNOLOGIES PVT. LTD.

Name - SALIL PAREKH
Designation - CEO
Website - www.infosys.com

USP - Infosys is a global leader in next-generation digital services and consulting. It enables clients in more than 56 countries to navigate their digital transformation. It navigates their digital transformation powered by the cloud. Infosys is a global leader in consulting, technology and outsourcing. It offers application services, management consulting, product engineering, systems integration, custom software development, maintenance, re-engineering, independent testing and validation services in aerospace and defence etc. Digital advancements and focus on customer centric business models is creating new opportunities for enterprises.



LAVA INTERNATIONAL LTD.

Name - HARI OM RAI
Designation - Chairman & M. D.
Website - www.lavamobiles.com

USP - Lava manufactures a wide range of smartphones in India, catering to different segments of the market. These smartphones are designed, developed, and assembled in India, contributing to local manufacturing and employment generation. In addition to smartphones, Lava also manufactures feature phones that cater to consumers seeking affordable and reliable communication devices. These feature phones are assembled in India, supporting local manufacturing ecosystems. The company has the 'Design in India' initiative. Lava is now the only Mobile handset company that makes truly "Make In India" phones with complete control on design and manufacturing within India.



LENOVO INDIA PVT. LTD.

Name - SHAILENDRA KATYAL
Designation - M. D.
Website - www.lenovo.com

USP - Lenovo India offers a range of products and services that complement the Make in India initiative, contributing to local manufacturing, innovation, and economic growth. Lenovo manufactures laptops and desktop computers in India, contributing to the domestic manufacturing ecosystem. Lenovo offers tablets and convertible laptops that provide versatile computing solutions for users. Lenovo also manufactures smartphones under its Motorola brand in India. Motorola manufactures nearly 100% of the brand's India smartphones locally in partnership with Dixon Technologies.



LUMINOUS POWER TECHNOLOGIES PVT. LTD.

Name - PREETI BAJAJ
Designation - CEO & M. D.
Website - www.luminousindia.com

USP - Luminous Power Technologies is a powerful and trustworthy brand with a wide range of innovative products in the power backup, and residential solar space that covers, inverters Batteries, and solar solutions. Luminous has been in business since 1988. With 7 manufacturing units, more than 28 sales offices in India, and a presence in over 36 countries, the 6000 employees serve more than 60,000 channel partners and millions of customers. It offers inverters, inverter batteries, stabilizers, auto batteries, online uninterruptible power supply systems (UPS), solar controllers, calculators, panels, and packages, as well as fans, lighting, clear modular switches, wires and solar power products.



MATRIX COMSEC PVT. LTD.

Name - GANESH JIVANI
Designation - CEO & M. D.
Website - www.matrixcomsec.com

USP - Matrix Comsec is a leading provider of security and telecom solutions that complement the Make in India initiative by manufacturing a range of products locally. Matrix Comsec offers a wide range of security solutions, including access control systems, time-attendance systems, video surveillance systems, and visitor management systems. These solutions help businesses and organizations enhance security and manage access to their premises effectively. Matrix Comsec also provides telecom solutions such as IP-PBX systems, unified communication servers, SIP gateways, and GSM gateways.



MICROTEK INTERNATIONAL PVT. LTD.

Name - SUBODH GUPTA
Designation - M. D.
Website - www.microtekdirect.com

USP - Microtek is indeed a prominent player in the power products industry in India, offering a wide range of UPS systems, inverters, and other related products. Microtek manufactures line interactive UPS systems that provide backup power and voltage regulation for electronic devices and appliances. Microtek also offers online UPS systems that provide continuous, high-quality power supply to critical equipment and applications. It manufactures hybrid UPS systems that combine the benefits of online and line interactive UPS technologies. These UPS systems provide reliable backup power and voltage regulation, making them suitable for a wide range of applications.



NUMERIC INDIA, A GROUP BRAND LEGRAND

Name - SATPAL SINGH
Designation - CEO
Website - www.numericups.com

USP - Numeric India, as a group brand under Legrand, offers a range of products and services that complement the Make in India initiative. Numeric India manufactures a wide range of UPS systems designed to provide reliable backup power for critical applications in industries, commercial establishments, data centers, and homes. It offers power conditioning solutions such as voltage stabilizers and power factor correction systems. Numeric India offers renewable energy solutions such as solar inverters and solar charge controllers. These products enable users to harness solar energy for clean and sustainable power generation, reducing reliance on traditional energy sources and minimizing environmental impact.



NETWEB TECHNOLOGIES INDIA LTD.

Name - SANJAY LODHA
Designation - CEO
Website - www.netwebindia.com

USP - Netweb Technologies is one of India's leading, Indian origin owned and controlled OEM for HCS with integrated design and manufacturing capabilities. They are one of the few players in India who can offer a full stack of product and solution suite with comprehensive capabilities in designing, developing, implementing and integrating high performance computing solutions. It builds Supercomputing systems, private cloud and HCI, data centre servers, AI systems and enterprise workstations, and HPS solutions under the 'Make in India' initiative of the Government of India.



PDRL - PASSENGER DRONE RESEARCH PVT. LTD.

Name - ANIL CHANDALIYA
Designation - CO- Founder & CEO
Website - www.pdrl.in

USP - PDRL is a DroneTech company offering AeroMegh, a SaaS platform, revolutionizes drone missions by providing an integrated package for flight, data capture, processing, and analytics. AeroMegh has three key products: AeroGCS for flying and capturing data, DroneNaksha for photogrammetry solutions, and PicStork for drone data analytics. This complete technology stack offers a seamless and secure experience, transforming drone data into actionable insights efficiently.

POLYCAB INDIA PVT. LTD.



Name - **INDER T JAISINGHANI**
Designation - **Chairman & M. D.**
Website - **www.polycab.com**

USP - Polycab is a leading manufacturer of wires, cables, and electrical products. It plays a significant role in complementing the Make in India initiative through its diverse range of products and services. Polycab operates state-of-the-art manufacturing facilities across India, producing a wide array of wires, cables, and electrical solutions locally. Its presence has expanded beyond India to over 43 countries around the globe. It has recently introduced a whole new range of consumer electricals like Switches and Switchgear, Lighting & Luminaires, Fans, Geysers and home appliances under the Polycab umbrella.

QUICK HEAL TECHNOLOGIES PVT. LTD.



Name - **KAILASH KATKAR**
Designation - **Chairman & M. D.**
Website - **www.quickheal.co.in**

USP - Quick Heal Technologies, a prominent cybersecurity company based in India, contributes to the Make in India initiative through its range of products and services designed to enhance cybersecurity and protect digital assets. Quick Heal develops its cybersecurity solutions, including antivirus software, endpoint security, and enterprise solutions, through indigenous research and development efforts. Quick Heal provides threat intelligence services to identify and mitigate emerging cyber threats targeting Indian users and organizations.

RELIANCE JIO INFOCOMM LTD.



Name - **AAKASH AMBANI**
Designation - **Chairman**
Website - **www.jio.com**

USP - Reliance Jio Infocomm is doing business as Jio, an Indian telecommunications company and a subsidiary of Jio Platforms, headquartered in Navi Mumbai. It has teamed-up with electronics manufacturer Sanmina for a joint venture move. They are into Mobile Telephony, Broadband Services, Digital Content, Internet of Things (IoT), E-commerce, Digital Payments and various types of Digital Services. They are also into the segment to develop hardware for 5G, cloud, hyperscale data centers, and other sectors. The new division New Energy and New Materials business is uniquely positioned to address India's 'Energy trilemma'—affordability, sustainability, security—with the production of Green Energy.

SAFE SECURITY SERVICES PVT. LTD.



Name - **SAKET MODI**
Designation - **Co-Founder & CEO**
Website - **www.safe.security**

USP - Safe Security Services contributes to the Make in India initiative through its cybersecurity solutions and services designed to enhance digital security and protect against cyber threats. Safe Security Services develops its cybersecurity solutions and services through indigenous research and development efforts. It offers an artificial Intelligence and machine learning backed enterprise-wide cyber risk measurement and mitigation platform called SAFE. Their services include threat intelligence services to identify, analyze, and mitigate emerging cyber threats targeting Indian users and organizations.

SAMRIDDHI AUTOMATIONS PVT. LTD.



Name - **SANJEEV SEHGAL**
Designation - **Founder & M. D.**
Website - **www.sparshsecuritech.com**

USP - Samriddhi Automation is recognised as Sparsh. It contributes to the Make in India initiative by offering indigenous automation solutions and services designed to enhance manufacturing capabilities and promote industrial growth. Its brand SPARSH has revolutionized the security market by being India's first company to manufacture CCTV cameras in the country. Sparsh Provides IP camera, Analog camera, Body temperature detection devices, Network video recorder, VMS, HD Analog camera, HD Analog PTZ, Digital video recorder, Mobile & Traffic (including ANPR, Mobile camera, Mobile DVR, Mobile NVR, Vehicle camera) and accessories.

SAMSUNG INDIA ELECTRONICS LTD.



Name - **HAN, JONG HEE**
Designation - **Vice Chairman & CEO**
Website - **www.samsung.com**

USP - Samsung's commitment to India as a manufacturing hub for smartphones is aligned with the country's make in india initiative, aimed at promoting domestic manufacturing and attracting foreign investment. The company's product portfolio includes TVs, refrigerators, washing machines, air conditioners, medical devices, printers, monitors, computers, network systems, and digital cameras. It also manufactures LCD and LED panels, mobile phones & smartphones, tablets, and related accessories. Samsung's R&D center is based out of India. Samsung continuously invests to optimize through smart factories to the Noida facilities.

SECUREYE SERVICES PVT. LTD.



Name - **MANOJ GUPTA**
Designation - **M. D.**
Website - **www.secureye.com**

USP - Secureye Services offers a range of security solutions and services that complement the Make in India initiative by leveraging indigenous technology and manufacturing capabilities. It manufactures and installs CCTV cameras and surveillance systems designed to enhance security for residential, commercial, and industrial premises. Secureye provides biometric access control solutions, including fingerprint recognition, facial recognition, and iris scanning systems. Secureye Services contributes to the Make in India initiative by developing and providing indigenous security solutions tailored to the needs of the Indian market.

STERLITE TECHNOLOGIES LTD.



Name - **ANKIT AGARWAL**
Designation - **M. D. & CEO**
Website - **www.stl.tech**

USP - Sterlite Technologies (STL) is a prominent global provider of optical and digital solutions, offering advanced offerings tailored to build various types of networks including 5G, Rural, FTTx (Fiber to the X), Enterprise, and Data Centre networks. The company also provides services such as optical connectivity, network modernization, fibre deployment, and FTTx access network. Telecom operators, cloud companies, citizen networks, and large enterprises recognize and rely on STL for advanced capabilities in Optical Connectivity, Global Services, and Digital and Technology solutions to build ubiquitous and future-ready digital networks.

TAC SECURITY SOLUTIONS



Name - **TRISHNEET ARORA**
Designation - **Founder & CEO**
Website - **www.tacsecurity.com**

USP - TAC Security solutions offers a range of cybersecurity products and services to complement the make in india initiative and strengthen the country's cybersecurity posture. It provides comprehensive VAPT services to identify and remediate security vulnerabilities in organizations' IT infrastructure, including networks, applications, and systems. TAC Security operates a Security Operations Center (SOC) that provides round-the-clock monitoring and analysis of security events and incidents. It's AI-based Vulnerability and risk management platform - ESOF (Enterprise Security in One Framework) ESOF VACA by TAC Security represents the next generation of vulnerability management solutions.

TALLY SOLUTIONS PVT. LTD.



Name - **TEJAS GOENKA**
Designation - **M. D.**
Website - **www.tallysolutions.com**

USP - Tally has been trusted as best Business Software by SMBs for over 30 years. Tally is a pioneer in the business software products arena. Tally Solutions is also the provider of enterprise software products. It offers a suite of products and services that complement the Make in India initiative by empowering businesses with indigenous accounting and enterprise resource planning (ERP) solutions. Tally.ERP 9 is a comprehensive accounting and ERP software designed to streamline business operations, manage finances, and facilitate compliance with regulatory requirements.



TATA CONSULTANCY SERVICES

Name - K. KRITHIVASAN
Designation - M. D.
Website - www.tcs.com

USP - TCS offers a consulting-led, cognitive-powered, integrated portfolio of business, technology, and engineering services and solutions. TCS plays a significant role in supporting the Make in India initiative by providing technology-driven solutions and services that enable Indian businesses to innovate, compete globally, and contribute to the country's economic growth and development. TCS offers IT infrastructure services, industrial services, business intelligence, business process outsourcing, consulting services, cloud services, quality engineering, block chain, enterprise solutions, and IoT. Its software products comprise TCS BaNCS, TAP, TCS TwinX, TCS Optumera, TCS OmniStore, TCS HOBBS, and TCS MasterCraft.



TECHROUTES NETWORK PRIVATE LIMITED

Name - ANIL RAJ
Designation - Director
Website - www.techroutes.com

USP: Techroutes Network Private Limited offers a range of products and services that complement the Make in India initiative by supporting the country's digital infrastructure development and technological advancements. Their solutions include routers, switches, gateways, and other network equipment designed to deliver high-performance connectivity, secure data transmission, and efficient network management. Techroutes offers internet services and connectivity solutions to businesses and end-users, including broadband internet, leased lines, and Wi-Fi hotspot services.



TEJAS NETWORKS INDIA PVT. LTD.

Name - ANAND ATHREYA
Designation - CEO & M. D.
Website - www.tejasnetworks.com

USP - Tejas Networks is a prominent player in the telecommunications industry, specializing in the design and manufacturing of high-performance wireline and wireless networking products. Tejas Networks designs and manufactures high-performance wireline and wireless networking products for telecommunications service providers, utilities and government entities in over 75 countries. The company's products are deployed by telecommunications operators, internet service providers, utilities, defense organizations, and government entities worldwide, facilitating reliable and high-speed connectivity solutions. The company is into voice, data, and video traffic from fixed line, mobile, and broadband networks.



TP-LINK INDIA PVT. LTD.

Name - SANJAY SEHGAL
Designation - Director & COO
Website - www.tp-link.com

USP - TP-Link offers a diverse portfolio of networking hardware, including routers, switches, access points, network adapters, modems, and range extenders. These products enable users to establish wired and wireless networks for home, small office/home office (SOHO), and enterprise environments. By manufacturing these networking devices locally in India, TP-Link contributes to the country's efforts to promote domestic manufacturing and self-reliance in the technology sector. TP-Link's range of networking products and solutions, combined with its commitment to local manufacturing, support the objectives of the Make in India. It also provides broadband solutions tailored to the requirements of internet service providers (ISPs) and telecom operators.



TVS ELECTRONICS LTD.

Name - SRILALITHA GOPAL
Designation - M. D.
Website - www.tvs-e.in

USP - TVS Electronics manufactures a variety of printers, including dot matrix printers, thermal printers, and barcode printers. These printers cater to the needs of businesses, retail outlets, banks, and government organizations. By manufacturing printers locally, TVS Electronics contributes to the Make in India initiative by promoting domestic production and reducing dependence on imports. It also offers Point of Sale (POS) systems and peripherals for retail and hospitality businesses. These POS systems include terminals, cash registers, barcode scanners, and customer displays. By providing POS solutions locally, TVS Electronics supports the digitalization of India's retail sector and helps businesses improve efficiency and customer service.



VEHERE INTERACTIVE PVT. LTD.

Name - PRAVEEN JAISWAL
Designation - Founder
Website - www.vehere.com

USP: VEHERE is an Indian company specializing in cybersecurity solutions and services. It offers advanced network security solutions designed to protect organizations from cyber threats such as malware, ransomware, and data breaches. These solutions include intrusion detection and prevention systems (IDPS), network traffic analysis (NTA), and security information and event management (SIEM) platforms. By developing and deploying these solutions locally, VEHERE contributes to India's cybersecurity infrastructure and helps organizations safeguard their digital assets. VEHERE plays a crucial role in the Make in India initiative by providing cutting-edge cybersecurity solutions and services locally.



VERSA NETWORKS INDIA PVT. LTD.

Name - KELLY AHUJA
Designation - CEO
Website - www.versa-networks.com

USP - Versa networks is a leading provider of secure SD-Wan (Software-defined wide area network) solutions. It offers comprehensive Secure SD-WAN solutions that enable organizations to build secure, high-performance WANs using software-defined networking principles. These solutions provide advanced traffic routing, application optimization, and security features to improve network performance and ensure secure connectivity across distributed locations. Versa Networks plays a significant role in the Make in India initiative by offering cutting-edge Secure SD-WAN solutions and services locally.



VVDN TECHNOLOGIES

Name - PUNEET AGARWAL
Designation - CEO
Website - www.vvdntech.com

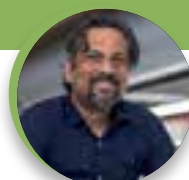
USP - VVDN Technologies is a leading product engineering and manufacturing company based in India. The HQ is in Global Innovation Park at Manesar, Gurugram. The company specializes in hardware, software, and firmware development for a wide range of industries, including telecommunications, automotive, consumer electronics, healthcare, and IoT. VVDN has more than a decade of experience in Product Engineering & Manufacturing electronic solutions. It offers a unique value proposition by being a one-stop-shop for its customers by offering complete hardware, software, mechanical, testing, prototyping, certification, and manufacturing services.



WIPRO LTD.

Name - RISHAD PREMJI
Designation - Executive Director
Website - www.wipro.com

USP - WIPRO is a leading technology services and consulting company focused on building innovative solutions that address clients' most complex digital transformation needs and a pioneer in Indian Market with decades of experience. Wipro brings its unique combination of product engineering, business processes and IT services expertise to address the most pressing needs of software vendors. Wipro India has operational facilities in cities across India. The company's IT service offerings include digital strategy advisory, technology consulting, custom application design, re-engineering and maintenance, systems integration etc.



ZOHO CORPORATION PVT. LTD.


Name - SRIDHAR VEMBU
Designation - CEO
Website - www.zoho.com

USP - Zoho Corporation is a global technology company that offers a comprehensive suite of business software applications and solutions to help organizations streamline their operations, enhance productivity, and drive growth. Zoho provides cloud-based software-as-a-service (SaaS) solutions that enable businesses to access their applications and data securely from anywhere, at any time. Zoho offers a range of mobile applications that allow users to access Zoho's suite of business software solutions on their smartphones and tablets. Zoho's AI-powered features include predictive analytics, natural language processing, sentiment analysis, and more.

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